

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIX.

NEW YORK, APRIL 3, 1907.

No. 1.

WE WILL CONTINUE
MAILING

The Woman's Magazine

to its subscribers, even if we have to pay
FIRST-CLASS postage on every copy of it.

The May issue will contain an article
on **Cortelyou's Last Act** as Postmaster
General, that no other publication in the
United States **dare publish.**

We believe it will be the most closely
read and widely discussed article that has
appeared in public print for a decade.

May Forms Close April 2d to 10th.

THE LEWIS PUBLISHING CO.,

Capital \$3,500,000.00—full paid,

ST. LOUIS, MO.

This Offer Expires
April 15

***Rowell's American
Newspaper Directory***

for 1907 will be ready for delivery the latter part of May. The subscription price of the book is Ten Dollars net cash. Persons desiring to register a subscription, and willing to send check with order **now**, may have a discount of ten per cent from the above price, making the net price

Nine Dollars

and to these in-advance-paid subscribers a copy of the very first lot received from the binders will be sent carriage paid.

***The Printers' Ink Publishing Com-
pany, Publishers of Rowell's Ameri-
can Newspaper Directory, 10 Spruce
Street, New York City.***

March 6, 1907.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LIX.

NEW YORK, APRIL 3, 1907.

No. 1.

ADVERTISING FOR COMMERCIAL DEPOSITORS.

THIRD ARTICLE.

Reaching the Women. "Woman at the bank" is a stock subject with Sunday papers, dealing usually with feminine mistakes and illusions in business and money matters. But woman at the bank is really a very level-headed person nowadays. The big savings institutions of New York City have forty to fifty per cent of women's accounts, while the extent to which commercial banks maintain special departments indicates that there is no such thing as sex in banking. But it is advisable to consider woman on a basis of sex and environment when solicitation of her account becomes an advertising proposition. The commercial bank doesn't want all women on its books. Married women are better prospects because their business transactions for the household make a checking account necessary. Single women, though, often have their own incomes through inheritances, and in a certain well-to-do strata of society through allowances. Widows are good prospects for a commercial bank, and students in women's colleges, boarding schools, etc. Thousands of women can be reached through the addresses in telephone directories, elite directories, etc. But these are accessible to any competing bank, and may be made up largely of women who already have financial connections. It is well to watch the papers for changes in women's fortunes, so that advertising matter, letters or solicitors may be sent at the time when they need a bank's help and ad-

vice. Every death of a business man or policy holder, for instance, is likely to throw on some woman a new responsibility. The bank that clips death notices in its territory every day and follows them up will probably develop a good percentage of new business. Marriage notices are also good material—a series of personal letters addressed to the bride when she comes back from the wedding trip being eminently apropos. Births seem to belong to the savings bank. Single women with regular incomes of their own earning are often good prospects. The largest classification among women depositors of one New York savings bank is "Operators," the 400 accounts under this head being twice as many as all others combined. The group is largely made up of stenographers, and might furnish excellent material for the commercial bank that opens small checking accounts. Teachers are also good prospects, and a fair proportion of women are found in retail businesses such as restaurant-keeping. Banks seeking feminine accounts usually take pains to have their advertising of feminine character, mailing booklets in square social envelopes, sealed. A proper degree of delicacy and sentiment are attractive, but when it runs to sentimentality the danger line has been passed. Women may often be genuinely ignorant of banking routine. But the way to win their confidence and instruct them is not by telling them, in the beginning of every folder or letter, that they know nothing about it.

Exchange. A subject often passed over perfunctorily in advertising, the bank printing a brief reference to letters of credit,

drafts, foreign exchange, etc. Some knowledge of the amount of money that leaves one's city in the form of drafts, postoffice orders, express orders and letters of credit may establish lines on which to conduct a direct campaign of exchange advertising. A single bank in Naples, for instance, receives a half million dollars yearly from Italians in this country. The New York Postoffice sells a hundred millions annually in foreign exchange. Knowledge of the classes who buy domestic and foreign exchange in considerable sums would enable the bank to talk more to the purpose in advertising. Rates should be given, and a feature made of convenience in buying, elimination of waits, etc. The Trust Company of America, in New York, has printed small ads on letters of credit that make them seem quite desirable, talking about the universal validity of such exchange abroad, and avoidance of worry on the part of the traveler. There are certain seasons, such as Christmas and the tourist season, when exchange should be played up strong. It is always straight to the purpose, too, to state and re-state that foreign languages are spoken in the bank, and frequently to advertise this fact in foreign language papers.

Investments. The fact that a bank has facilities for purchasing bonds and securities, as well as information to offer on any class of investments, is another detail too often obscured in its advertising utterances. "Investor" is a word commonly associated with persons who have lots of money and an exact knowledge of how to take care of it. But in an era of prosperity like the present everyone is more or less an investor, and oftimes a swindled one in the end. The success of mining, oil, real estate, industrial security and industrial mortgage sharks shows how large a field there is for a bank to occupy legitimately. Banks in live communities where money is needed have, in some cases, got very good results by advertising investment facilities in magazines or the newspapers of other communities

where there is money seeking employment. The Hamilton National Bank, of Chattanooga, Tenn., for instance, has used half-pages in the magazines to advertise generally all over the United States, that it will furnish information to investors about the growing South. Investment advertising, too, is most productive when done well in certain seasons—at those times in the year money is re-invested. Some banks anticipate these seasons a few weeks, announcing that securities, mortgages and bonds can be selected and held until the investor's funds are available. Advertising that deals with the experience and judgment of a bank's officers in investment matters also has a favorable reflex action on its whole management as an institution. Direct mail advertising of investments takes the form of letters, booklets and folders to trustees of estates, charitable institutions, directors of educational institutions, business men who are prospering and other classes that presumably have money to put by.

Loans. This is a department of bank advertising that has not been thoroughly developed. The bank that advertises deposit service to selected classes of people, making a personal appeal to suit all circumstances, is often content to announce its loan facilities in the most general terms. Loan advertising rightly done ought to reach classes as definite as are approached with deposit propositions. The man who wants money to build, to renew his mortgage, to purchase real estate, to enlarge his business, is interested in information that deals with his particular needs. The bank ought to meet him half way by volunteering specific information.

Advertising to Other Bankers. Getting country business seems to be a cut-and-dried form of advertising, for a glance over one of the banking journals shows page after page of formal cards, the only bid made for reserve accounts. But with new banks continually being established, there is really a large margin of new business to be solicited in this field. Correspondence and solicit-

ing, entertainment of country bankers and other short range devices, swing much of it. But the large city bank that buys space in the financial journals could make it immeasurably more interesting and productive by preparing copy that will reveal the personality of its officers and directors. Some large banks have printed portraits. Others strive to say what little there is to be said about reserves in a new way. The large mass of formal cards constantly appearing in the banking periodicals furnishes an excellent background of mediocrity and dryness for the institution that *can* give its story individuality, and the fact that these journals reach all new banks in the first month of their existence as sample copies assures circulation in the right quarters.

As financial advertising develops, it becomes apparent that there is much to say. In the beginning the commercial banks took it for granted that there was little, and that banking ran along through the fiscal year with each month pretty much like the last. But from the topic of new currency at Christmas to that of dividends and bond coupons maturing, the financial calendar runs round a wide circle. Some of the happiest hits in financial advertising have been novelties, like blanks for inventorying household goods, office fixtures, etc., covered by fire policies, registers of coupon and dividend dates, digests of real estate and inheritance laws, and similar information and helps, not always closely connected with the subject of putting money in a bank or taking it out, yet welcome to classes of people who have banking business, and preserved by them with some indirect value to the bank. What seems to be needed for further development is a careful study of each institution's business, depositors, borrowers and field, so that the service of the bank may be brought home to them. For many, many years it has been assumed that everybody knows all about banking, especially commercial banking, and that definite description of special kinds of service might offend by casting

doubts on the intelligence and knowledge of those approached. But now it is clear that a bank can go a long way toward adopting bargain methods. The impersonal nature of printed information makes it possible to accurately describe details and even give rates. News themes should be sought—in fact, a bank that centered its advertising on announcements of new currency at Christmas, certificates of deposit for funds waiting investment in January and July, new issues of good securities, and the like, printing these on the news instead of the financial pages, would find at the end of the year that, while it had probably spent much less for space than the institution regularly running a formal card on the financial pages, there would be an impression abroad that it had done a great deal more advertising than the formal bank, and secured more reputation for alertness and service.

THAT "publicity is the soul of business" is not always true. Some kinds of publicity may be more truly called its "coffin."—*Progressive Advertising.*

GET-RICH- QUICK SCHEMES

are freely advertised by some of its contemporaries, but the Chicago Record-Herald refuses to print many pages of this sort of advertising every week.

Feb. 1907 Circulation :
Daily Average - - 151,093
Sunday Average - 217,159

**CHICAGO
RECORD-HERALD**

WHO'S WHO AND WHERE-FORE.

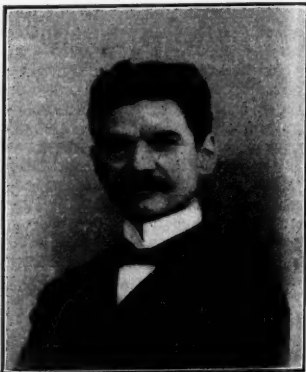
LOUIS KLOPSCH.

The religious press has no other personal representative who combines evangelical enthusiasm and business methods like Louis Klopsch, the editor and publisher of the *Christian Herald*. Of course that is what we would look for in a man that built up a great newspaper property upon the foundations of the Nation's belief in missionaries and an inherited fondness for universal salvation. Either the newspaper or the man might be their expression, but in this case the man is both, and moreover is about the highest, cleanest-cut representative of the value of advertising that is to be found in this living and progressive age.

He publishes a paper that makes an elementary appeal to the people who believe in the Christian religion. Its clientele is the civilized world, which may be defined in general terms as those who have faith in Jesus Christ. But its secondary and reserved lines of strength is the heathen who suffer for the lack of Bibles, calico, and knowledge of salvation, and, incidentally from pestilence and famine. It is scarcely necessary to say that the reserve line has no use for the *Christian Herald's* advertising space, nor do they subscribe for it. They are the vast majority of the world's population to whom under the ordinary conditions under which a Christian paper is published no appeal could be made. But the *Christian Herald* is no ordinary publication. If it were it would be satisfied in all probability to contest the field already occupied by stout rivals. From a journalistic standpoint the Christian community is loaded with all the traffic it will bear. It is not only a pretty heavy burden, but it is so well and carefully distributed that a few pounds would overtax it. So the enterprising and progressive religious paper that seeks new fields must go far abroad. Louis Klopsch has successfully led the *Christian Herald* into that vague pasturage. But

whether he be the philanthropic enthusiast who has carried the paper with him, or is himself only the incident on the top of a great wave of popular religious and charitable feeling is another matter.

But after all the man is there. Charitable impulses could flood the pulse of the people until they died from self suffocation. Unless they were directed and aided to healthful flow, that is what would happen. That is what Louis Klopsch professes to have done. He says: "I applied Twentieth Century methods to the necessities of a crowded, hurrying Twentieth Century Life." He has been the agent through which



LOUIS KLOPSCH.

eight and a half millions of dollars were given in charity to the hungry, the suffering and sick, in some ten years, and distributed from the American people to the poor of other countries. His mind deals with great suffering and he seeks to relieve it by great methods. He says the *Christian Herald* does it, but the truth is Louis Klopsch does it himself, and the *Christian Herald* is a mere agent and a name under which one of the most earnest, sincere, unselfish and splendid philanthropies of modern times is masked. The *Christian Herald* is as much his servant as the typewriter in his office. If there ever was a journalist who owned, controlled, directed and checked in every particular his paper's char-

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acter and its influence it is Louis Klopsch, and that paper is the *Christian Herald*. But make no mistake about the ownership. The paper nor its reputation do not own the man. It is the individual who owns, directs and shapes the paper and makes it subordinate to the high purposes of a grand and helpful philanthropy.

There are two kinds of life a newspaper owner leads, whoever he may be, as irreconcilable as the dual life of Dr. Jekyll and Mr. Hyde. They are as much in evidence in religious journalism as in the secular field, and occasionally more obtrusively so. If any one approaches Mr. Klopsch upon a journalistic proposition and seeks to influence him because he publishes a Christian paper, he will be ploughing a rocky acre. If he approach him on religious grounds and seek to till his journalistic field, he will find it equally unavailing. But on a square proposition upon either ground he will receive square treatment.

Personally Mr. Klopsch is as pleasant a fellow to meet as you could desire. Courteous and affable, and yet if you talk to him for half an hour you can detect those sane enthusiasms which in a less civilized and undirected age would have led new crusades. "Why," said he, "I can't think of taking any credit myself for these charities. If I did I should recall how the Rev. Dewitt Talmage accepted some celebrations, one day local, the next national and the third international—and the fourth day his tabernacle burned down."

"But," said his visitor, "you are beyond any superstitious belief like that. Those things only happened."

"No, sir," and his eyes fairly glowed with his faith. "Such things followed. They are inevitable." One felt as if he were for the moment talking to an Old Testament prophet.

And just here is where we will find the mystery of Mr. Klopsch's business success and let it remain a mystery, because he really believes the things he does.

Mr. Klopsch is a German, the descendant of two Lutheran min-

isters. He was brought up a Lutheran, became a Methodist, taught a big Sunday school at Ocean Grove, and pegged along making a living by publishing the *Hotel Reporter* and circulating Dewitt Talmage's sermons in New York. It's a far cry from the editorship of a paper like a *Hotel Reporter* must be, that chronicles the names of registered guests at city inns to the editorship of a paper that entrusts itself with the charge of the Christian belief of civilization. However far it is, Mr. Klopsch made the change successfully. There was a journalistic spasm or two between them, but they did not count for much. He started in to make religious journalism entertaining. Opinions will vary as to what constitutes interest, but he certainly discovered what would make it interesting to the vast body of the people who have religious beliefs. He did not seek to load them down. Doubtless he had in view something that set apart one day in seven, and kept his paper in size to the measure of "the seventh dimension." He gave it illustrations and told the religious news and invited the best writers, and paid them the best prices, in itself a radical innovation in religious journalism, for payment is a thing they rarely think of, and presently he found himself moving along the road to prosperity.

As early as he could he began to advertise. But in his own way only. Where he dealt with the religious press he took only the last or back pages, set up and electrotyped his copy and sent them the page plate. Then he knew what he was getting. With the magazines he could not do that, but he did the best he could. For a long time he ran a page in the *Ladies' Home Journal*. Then he devoted considerable attention to further advertising, and finding his publication fairly and squarely on its feet looked for new fields for it to occupy.

That it took up philanthropy as a policy is just as erroneous as it would be to say that philanthropy took up the *Christian Herald* as a business. But incidental-

ly they fitted in together. Klopsch had learned the value of systematic advertising as applied to his newspaper, and he put the method in operation with reference to his plans of charity. The result is the most convincing and positive demonstration of its uses and returns ever presented. As an illustration, he collected for the Japanese Famine Fund several hundred thousand dollars by advertisements that were keyed. Here are some extracts from the final accounting sheet. It must be remembered that the "key" returns must only be approximate, and always less than the actual amount credited to individual accounts:

Publication.	Amount Spent.	Returns.
Christian Endeavor World	\$648.00	\$9,209.00
Christian Advocate.....	522.00	6,995.00
Churchman.....	126.00	1,262.00
Lutheran Observer.....	23 00	529 00
Outlook.....	256.00	2,771.00
Presbyterian Banner.....	40.00	1,054.00
Literary Digest.....	128.00	744.00
Success.....	342.00	1,647.00
Sunday School Journal.....	250.00	1,849.00
Sunday School Times.....	827.00	10,312.00

On \$5,200 spent in advertising for charitable purposes he received \$55,204 return, or \$11 for every one spent.

His campaign in the interest of China help now going forward is conducted on fifty back or last pages. He would have taken more but the magazines could not give him prompt publication, and there was some hope that the exigency in China would be passed before they would be effective. But in the current campaign he has paid the *Churchman* \$193 and received \$1,097, the *Literary Digest* \$158 and received \$2,648, the *Outlook* \$256 and received \$1,195, the *Sunday School Times* \$413 and received \$4,022. An inset in the *Christian Herald* that cost \$320 returned \$14,323.97 up to date, and the money is flowing in at the rate of 4,000 answers a day, averaging \$3 to each reply.

The reporter visited the room where this money was being received and counted. A dozen girls were employed in opening the letters, and the stacks of postal orders, postage stamps, checks and bills were simply appalling. Every letter is answered and the *Christian*

Herald's postal bills average \$100,000 a year. There is another side to this. In the same office are kept the paid checks. Among them are a bunch that represent individually \$25,000 paid every three months for six years to support *Christian Herald* orphanages in India.

Thus business and philanthropy go hand in hand; one could not survive unless the other prospered. Both driven by the same master mind. But Mr. Klopsch is not by any means only a foreign philanthropist. He supports a midnight supper in the Bowery for a thousand hungry men. He runs in summer a home for children in Nyack, where he takes 2,500 children to live ten days in the country. He does it, though he says the *Christian Herald* does it. In his greater philanthropies he has met with distinguished honors. He bears the cross of the Kaiser-I-Hind, the Queen of England's title in India, has been received by the Emperor of Russia, by the late Queen of England and others. To them he calmly related the greatness of the *Christian Herald* because he believes in it, and modestly retreated behind that shallow breastwork.

In these articles it has often happened that we have told about personalities that were incidentally eminent because of the papers with which they were associated. Here is a case where the man is lifted above his newspaper in spite of himself.

Mr. Klopsch is fifty-six years old. He married the daughter of the Rev. Stephen Merritt; has four children and a comfortable fortune, although by no means rich. His salient quality which may be understood is industry. He undertook to edit the Bible and did it very beautifully indeed, working at night and emphasizing its important phases in red type. He is as proud of his paper as a boy with a new toy. Every new issue fills him with a new enthusiasm.

CLOTHES don't make the girl—not words the idea. There must be an idea back of your advertising or it will lack fascination—pulling quality.—*Exchange.*

THE "HOW-TO" APPEAL.

Someone has pointed out that advertising is essential to the public to-day because it keeps people informed about a complex output of commodities. Unless this commercial intelligence were spread abroad, the public wouldn't know half the good things in the market—perhaps not a quarter.

That sounds pretty rational, doesn't it?

Now, have you ever carried it further, with the reflection that even if people knew all about all the commodities, and devices, and helps, and time-savers there are, still they would be more or less at a loss for knowledge how to use them after they had bought them?

Take, for instance, a preparation like Old Dutch Cleanser. Anybody would surely know enough to use such stuff on paint and windows. But how many women would find out, for themselves, that it was also good to clean a marble statue? How many know that it is good for cleaning a porcelain bath? Not every housekeeper, in fact, knows that a porcelain bath is a delicate article, and that it must be cleaned carefully, and with certain preparations.

Take a beef extract. Anybody knows how to make a weak beef bouillon with this essence. But it would take the average cook a lifetime to find out by practice the many other uses to which it may be put in cuisine. Take Jap-a-lac. Anybody can use it to enamel a chair. But who would think of it in connection with window-screens, radiators, the range in the kitchen or the linoleum in the pantry?

Here is one remarkable development of modern advertising copy—the "How-to" appeal. Of course, most manufacturers issue cook books, knitting books, embroidering books, house-cleaning books, etc., that give all these uses, and ordinarily such literature is worked out in a very practical and intelligent way. But the publication of "How-to" information in display advertising carries

this phase of commodities much further. People are certainly not going to read a book until you interest them in sending for it, and so the "How-to" appeal is made in the ad by suggesting uses for the commodity at first sight. Jap-a-lac may be hard, durable, lustrous, handy. It may come in sixteen colors, and cost but a trifle. Yet you can talk about this side of its nature until you are black in the face, and if some fellow with something half as good comes along and recommends it for brightening up the linoleum—he gets the sale.

"How-to" is the most direct appeal that can be made, and interests the best purchasing class—owners of homes—on the most rational basis. When you come to think of it, most of the magazines and newspapers are filled with "How-to" information, and some of it is decidedly silly—the old maid's advice to mothers on the care of infants, you know. But "How-to" information coming from a manufacturer is straight from somebody who knows—direct from headquarters. And people know this. The manufacturer of a widely advertised article can't afford to give the public foolish reasons and recipes—he stands behind his information on penalty of losing future sales. Some advertisers have tried, by the utmost arts of words and pictures, to cast around their commodities a halo of art or literature. But the wise one is he who puts forward a utilitarian appeal, and shows what the stuff is good for, and suggests novel uses.

The advertising epigram may be witty, and the registered catch-line famous. But it's the man who gives a cooking recipe that sells the most goods.

NO FREE COPIES.

The McKeesport News makes an announcement that is unique among newspapers in cities the size of McKeesport. It states that in the city the daily News has but two "free subscribers," namely, the Carnegie Free Library and the Young Men's Christian Association. To deliver the two free papers the Daily News Publishing Company pays the agents three cents a week for each. Free newspapers are not even furnished local advertisers.—*Exchange.*

SALESMANSHIP BY MAIL.

The art of doing by letters and other mailing pieces what hitherto has been done chiefly by personal salesmanship, is in its infancy. I am fully convinced that in the next five years the substitution of letters for personal visits will increase ten-fold.

The average business man says a letter is a letter, and makes no distinction between a mere memorandum to give an insignificant bit of information and a really skillful letter designed to "make people do things." I should write my memorandum letters on a memorandum blank, and my salesmanship letters on a special letter-head. Then there would be no confusion between the two kinds.

The use of special letter-heads for soliciting letters is so extremely important in getting results that the practice is likely to become almost universal in a few years, though so far as I know, I am the only advertising man who has used the special letter-head systematically.

The art of getting business by letter is in many respects very similar to the art of getting business through a magazine advertisement, and the style and appearance of the envelope and letter correspond closely to "display" in the advertisement. The writer of an advertisement knows enough to start out with an alluring catch-line, and an arrangement of type and pictures that will appeal to the eye and make his advertisement stand out in a crowd of others.

When hundreds of letters are received by the business man every day, and it is quite impossible for him to read all the circulars he receives, the matter of first importance is to get your soliciting letter up in such shape that it will be noticed and read. The first thing to do is to substitute an advertising catch-line for the return card on the envelope (a catch-line that says something that will surely appeal to the receiver of the letter if there is any possibility whatever of interesting him), and also placing this catch-

line at the head of a letter where the name of the firm usually appears. In writing to an old customer, it is very appropriate to use a head with which he is familiar. It is like the hand-shake of an old friend. But when you approach a stranger, the firm name at the head of the letter is as much out of place as the cordial, friendly hand-shake would be in the case of a personal visit to a man who cared a great deal more to know what you wanted of him than who you are. The first practical result of this method is to make one-cent postage nearly as good as two-cent. Some business men send their soliciting letters in plain envelopes with a two-cent stamp, so that the letter will be sure to be opened. This does not make it certain that the letter will be read, for the person who opens the letter comes to it in a state of complete indifference. On the other hand, the person who comes to the contents of a circular after being already interested by the catch-line on the envelope, is likely to try to get something out of that circular before he throws it in the wastebasket.

I place the same catch-line at the top of the letter, with the ordinary address and date. My own name or that of the company appears only in the signature to the letter. This is the only point at which it usually becomes of special interest to the stranger. Of course when general advertising has made the name more or less familiar, there may be reasons for introducing it earlier. For example, in selling my book on Business Letter Writing by circulars sent out to lists of business men after a heavy magazine advertising campaign, I use on the corner of the envelope and on the letter-head my trademark device of a small portrait with the words "The Cody System" as white on black, and following with the catch-line, "How to write letters that pull." The display arrangement is such that the first thing to catch the eye is the catch-line, and the second thing, the name and picture. Any one who is interested in learning

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"how to write letters that pull," will want to see what is inside, and the name "Cody" would add confidence to the desire on account of the general advertising. Had there been no general advertising, there would be excellent reason for not using the name.

It is also undoubtedly true that the color of the paper and the quality of the printing are to be considered most carefully. It does not follow that stylish paper and good printing are always required. My rule is to use that style and quality which comes nearest to the average used by the class of persons written to. It often happens that the rottenest kind of paper and printing will get more business than any other, for the reason that the recipients feel that the writer of the letter is in their own class, and not some smart confidence man, trying to catch them with glitter. It would be a great mistake to write to bankers, however, except on stationery such as bankers would use. Not long ago I considered using a bright red envelope in writing to teachers; but I promptly decided that the sedate teacher would immediately become suspicious of any man who sent letters in a bright red envelope.

In approaching a complete stranger on a new proposition, it is my theory that the letter should be as nearly complete as possible in itself, and not depend for any part of its effect on an enclosed booklet or circular. I therefore often print on the corners of the letter-head facsimiles of testimonials, and I give my complete argument in the letter, and end by telling the recipient exactly what I want him to do. The booklet or circular is enclosed exclusively for the man who has been interested by the letter, and wants something more to read on the subject before he places an order. It has been my experience that the best booklet or circular on earth will seldom do any good unless the letter is such as to attract attention and fix interest. If I were going to depend primarily on the booklet, not on the letter, I should not

enclose any letter at all. I think that a letter which says "I wish you would read the enclosed booklet very carefully" is a positive injury. Recently I sent out a booklet on which appeared in imitation of handwriting the words "To the Man who has a Business Worth Advertising," and that took the place of any letter whatever. The booklet did the work and got the results that a good letter would have brought.

I am convinced that we in Chicago have made more progress in the art of "Salesmanship by Mail," and especially in letter writing, than advertising men in other parts of the country. There is a concern here that has been selling books by circular letters sent to lists of business men aggregating about a million. Every thousand letters sent out has to bring back cash orders within thirty days that will show a profit. Usually only one two-dollar book is sold at a time, and the same lists bear circularizing from once a month to once in three months, and it is often possible to send out three or four letters on the same book and still get good business each time. These letters are not in the least in the nature of the ordinary follow-up, but each stands on its own base, and would do just as well as first letter or last letter in the series. And yet this concern has used only a few of the devices which I myself have proved profitable.

SHERWIN CODY.

THE New York Sun says that a New York publisher of calendars and advertising novelties went to a woman artist with an offer of \$400 for the rights to reproduce a painting. She refused, and he then made an arrangement to pay her a royalty. Up to date, he says, he has paid her \$18,000, and the demand for this picture is increasing.

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 149,281.

GETTING FARM CIRCULATION.

An interesting symposium of methods followed by publishers of agricultural journals in getting subscriptions appears in a recent issue of *White's Class Advertising*, Chicago.

Farm and Ranch, published weekly at Dallas since 1881, is a journal somewhat sectional in scope, covering the great State of Texas and the Southwest. Colonel Frank P. Holland, its publisher, says that the first act after the paper was projected was to insert an announcement in every live Texas newspaper, offering a sample copy. The thinly settled character of the territory made personal solicitation impracticable. But wherever a county or State fair was held, or a farmers' picnic, or any similar gathering, a subscription canvasser was dispatched, with a *Farm and Ranch* tent. In early days there was little competition, so mail and other forms of direct solicitation brought better results than at present. These are still effective enough, however, to warrant a large organization of traveling canvassers and local subscription agents. When the boll weevil epidemic broke out in Texas, *Farm and Ranch* made it the basis of a unique subscription propaganda. Valuable information on fighting the pest was published, and bankers, implement dealers and others who saw the financial importance of the campaign against weevils were induced to subscribe for 30,000 copies on six months' or year subscriptions, for distribution in their local territory. At present over 200 banks in the Southwest are agents, with a *Farm and Ranch* sign, and these send letters to farmers in local territory. There are also 2,700 local subscription agents who are visited and instructed by eleven traveling canvassers. When any section shows a falling off in circulation, canvassers are sent into it, new local agents secured, and newspaper advertising started. From \$2,000 to \$5,000 in cash prizes is distributed annually among local agents, and about 100

weekly papers carry regular ads.

The *American Swineherd*, published monthly in Chicago by James Baynes, has a national character that makes it impossible to work as closely with canvassers as in the case of a sectional farm paper. Subscriptions are difficult and costly to obtain, says Mr. Baynes. One prime source of new circulation is the inquiry for a sample copy. Three copies are always sent, and usually bring back a subscription. Circulation is made stable by sending the paper two years' for a dollar.

Personal solicitation by reliable canvassers is the chief dependence of the *Oklahoma Farm Journal*, published semi-monthly at Oklahoma City. Frank D. Northrup, the advertising manager, says that dozens of candidates were tried to secure four good canvassers, but the weeding process paid, for this quartette has turned in 50,000 subscriptions in four years, not counting renewals. The latter are comparatively easy—many come voluntarily. Great stress is laid on the publisher's policy of stopping the paper when a subscription comes to an end, and canvassers are instructed to emphasize this in their talks, thus directly affecting renewals. Slow renewals are circularized twice, then solicited. Subscribers appreciate the "stop-it" policy.

The *Western Fruit Grower*, appearing monthly at St. Joseph, Mo., has a national field, but appeals to not more than ten per cent of farmers. Solicitors are out of the question, says W. G. Campbell, Jr., the business manager, and in getting nearly 50,000 subscribers the mails have been employed almost exclusively. Advertisements in fifty of the best general farm papers, with sample copies to farmers known to be interested in fruit-raising, are effective. So are three-month trial subscriptions. Still another successful method is that of permitting a subscriber to renew at half price if he also sends in a new subscription.

Strict development of one State is the motto of the *Wisconsin Agriculturist*, published weekly at Racine. Andrew Simonson, the

publisher, says that every prospect approached must be an actual Wisconsin farmer, and to make this certain all names are submitted to postmasters, asking that those not farming or residing in the community be crossed off. Postmasters always comply with this request. Then a sample copy and genuine personal letter is sent each name. This method is admitted to be somewhat slow and costly, but builds circulation of high value to advertisers.

Charles A. Green, publisher of *Green's Fruit Grower*, the Rochester, N. Y., monthly, says that getting farm circulation even twenty-five years ago, with no competitor in his special field, was not easy. After a quarter-century he claims 125,000 subscribers, and deprecates the quick-building methods by which circulation is made to grow in a few months through special inducements. Readers of this character do not really care for the paper they take, and are lost as quickly as they were gained. Very often, in the case of a farm paper, the premium subscription is secured by appealing to women instead of farmers themselves.

Wallace's Farmer, published weekly at Des Moines, confines operations to the State of Iowa. H. C. Wallace, the manager, is of the same opinion regarding boom circulation, and depends on a journal printed and edited above the average, with straight subscription appeals to the solid class of farmers. No premiums are ever given. Circulation grows at the rate of but a few thousand

copies a year, but is genuine, and the cost of manufacturing and mailing the paper is not thrown onto advertisers.

AMAZONS? SEND 'EM ALONG!

To advertise Oregon throughout the East the citizens of M'Minnville, Ore., suggested a trained corps of the finest Oregon girls to be drilled in military formations and sent on a tour of the country. It is proposed to organize, uniform, equip and drill a company of about forty young ladies selected from the different counties of the State and take them to the world's fair at Jamestown and to other important cities in the United States, both North and South, and give free drills and musical entertainments in the public parks and other convenient places during the months of August and September.

In requesting the co-operation of local organizations, the originators of this plan say: "Look well among the girls of your respective counties for models of propriety and physical excellence. The girls must have the indorsement of representative citizens as to character and deportment, good health, good form and features. While this is not intended for a beauty show, yet there is plenty of the finest material to select from.—*Judicious Advertising.*"

ADVERTISED FOR A WIFE AND FOUND HIS OWN.

Mrs. Florence P. Hildebrand, of Pittsburg, who is suing her husband for divorce, detailed a very interesting story in court of how she played detective and obtained evidence of alleged duplicity on the part of her husband, W. E. Hildebrand.

Mrs. Hildebrand testified that she read an advertisement in a Pittsburg paper of a man who was hunting for a wife. She was astonished to find the number of her husband's private postoffice box in Conemaugh as the place to address the advertiser. She answered. The answer from the man in Conemaugh contained a post-card photograph—an excellent likeness of Mr. Hildebrand.—*New York Telegram.*

The population of Des Moines is 93,000. The circulation of

The Des Moines Capital

last year was 41,751 copies daily. There is probably no city in the United States that has a newspaper with so large a circulation in so small a city. The circulation in the city of Des Moines is over 13,000 daily. If you are after business in Des Moines, the CAPITAL will get it for you. It is Iowa's greatest newspaper—a newspaper of character and influence, and one that is read and cherished every night in nearly every home within a radius of one hundred miles of Des Moines.

Eastern Representatives—O'MARA & ORMSBEE, World Bldg., N. Y.

LAFAYETTE YOUNG, Publisher.

The Providence "Tribune" Joins the Star Galaxy.



The latest addition to the list of Star Galaxy papers is the *Tribune*, of Providence, R. I. The first year of publication of the evening edition of the *Tribune* ended on March 12, and a detailed statement of copies printed during this period was immediately sent to Rowell's American Newspaper Directory. The figures of the evening edition are 31,118 and 16,320 for the Sunday edition. The morning *Tribune* was started last July.

The *Tribune* is the fifth New England paper to join the Star Galaxy, and the only one from the State of Rhode Island.

There may still be time for a paper to join the list of Star papers before the Directory is printed. But it would be advisable to ask admission by the wire.

The list of the Star Galaxy papers at present is as follows:

CALIFORNIA.

Oakland Herald.

COLORADO.

Denver Post.

CONNECTICUT.

Bridgeport..Morning Telegram and Union.

DISTRICT OF COLUMBIA.

Washington..... Evening Star.

GEORGIA.

Augusta..... Chronicle.

ILLINOIS.

Chicago..... Daily News.
Chicago..... Tribune.
Chicago..... Record-Herald.
Chicago..... Examiner.
Decatur..... Daily Review.
Decatur..... Herald.
Peoria..... Star.
Peoria..... Journal.

INDIANA.

Crawfordsville Journal.
Indianapolis..... News.
Indianapolis..... Star.
Richmond..... Evening Item.
Terre Haute Tribune.

IOWA.

Des Moines.....Successful Farming.
Sioux City.....State Tribune.

KANSAS.

Topeka.....Capital.

MARYLAND.

Baltimore.....News.

MASSACHUSETTS.

Boston.....Globe.
Boston.....Post.
Brockton.....Enterprise.

MICHIGAN.

Jackson.....Citizen-Press.
Jackson.....Morning Patriot.

MINNESOTA.

Minneapolis Journal.
Minneapolis.....Tribune.
Minneapolis.....Farm, Stock and Home.
Minneapolis.....Svenska Amerikanska
Posten.
St. Paul.....Pioneer Press.

MISSOURI.

Kansas City.....Star.

NEBRASKA.

Lincoln.....Daily Star.
Lincoln.....State Journal and
Evening News.

NEW JERSEY.

Red Bank Register.

NEW YORK.

BrooklynStandard Union.
Buffalo Evening News.
Mount Vernon Argus.
New York City.....Printers' Ink.
Troy.....Record.

OHIO.

Akron.....Beacon Journal.

OREGON.

Portland.....Journal.

PENNSYLVANIA.

Philadelphia.....Bulletin
Philadelphia.....Press.
Philadelphia.....Record.
PhiladelphiaFarm Journal.
Pittsburg.....Post.
West Chester.....Local News.

RHODE ISLAND.

Providence.....Tribune.

SOUTH CAROLINA.

Columbia.....State.

TENNESSEE.

Chattanooga.....News.
Knoxville.....Journal and Tribune.
Nashville.....Banner.

VIRGINIA.

Richmond.....Times-Dispatch.

WASHINGTON.

Seattle.....Post-Intelligencer.
Seattle.....Times.

WISCONSIN.

Milwaukee.....Journal.
Racine.....Wisconsin Agriculturist.

CANADA.

MontrealStar.
Montreal.....La Presse.
Toronto.....Mail and Empire.
Victoria.....Colonist.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, dy. Average for 1906, 22,419. Best advertising medium in Alabama.

Montgomery. Journal, dy. Aver. 1906, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican. Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,328.

CALIFORNIA.

Oakland. Herald. Average 1906, 19,667; Feb. 1907, 26,775. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco. Pacific Churchman, semi-mo.; Episcopalian. Cir. 1905, 1,427; Dec. 1906, 2,500.

San Francisco. Sunset Magazine, monthly; literary; 192 to 224 pages, 528. Average circulation ten months beginning December, 1905, 64,500. Home Office, Flood Building.

COLORADO.

Denver. Post. Like a blanket it covers the Rocky Mountain region. Circulation—Daily 59,902, Sunday 82,980.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Bridgeport. Evening Post. Sworn dy. av. '06, 11,268, now over 12,500. E. Katz, S. Agt. N. Y.

Meriden. Journal, evening. Actual average for 1905, 7,587.

Meriden. Morning Record and Republican. Daily average for 1906, 7,672.

New Haven. Evening Register, dy. Annual sworn aver. for 1906, 14,681; Sunday, 11,662.

New Haven. Palladium, dy. Aver. 1905, 8,636; 1906, 9,549. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1906, 16,481. Sunday 1906, 8,659. E. Katz, Sp. Agt. N. Y.

New London. Day, ev'g. Aver. 1906, 6,104; aver. for Feb., 6,886. E. Katz, Sp. Agent, N. Y.

Norwalk. Evening Hour. Daily average guaranteed to exceed 2,100. Sworn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1905, 5,920; 1906, 6,559; Feb., 1907, 6,877.

Waterbury. Republican, dy. Aver. for 1905, 5,648; 1906, 5,957. La Coste & Maxwell.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1906, 65,577 (©©)

FLORIDA.

Jacksonville. Metropolis, dy. Average 1906, 9,432. Oct. 1906, 9,407. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta. Journal, dy. Av. 1905, 46,038. Sunday 47,998. Semi-weekly 56,731; aver. 1906, daily, 50,857, Sun., 57,958; semi-wk., 74,916.

ILLINOIS.

Ashley. Gazette. Circulation 1,132. Largest and only proven circulation in Washington Co.

Aurora. Daily Beacon. Daily average for 1905, 4,580; 1906, 6,454.

Chgo. Citizen. Daily average for 1906, 1,477.

Champaign. News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1906, 4,917 (©©).

Chicago. Breeders' Gazette, wy.; \$2.00. Aver. circ'n 11 months ending Nov. 29, 1906, 69,667.

Chicago. Dental Review, monthlv. Actual average for 1905, 3,703; for 1906, 4,001.

Chicago. Examiner. Average for 1906, 649,446 Sunday, 172,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for 1 Sunday, 717,681.

February, 1907; 1 Daily, 192,271.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.


Chicago. Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago. Inland Printer. Actual average circulation for 1905, 15,866 (©©).

Chicago. Journal Amer. Med. Ass'n, weekly. Average '06, 46,479. Send for circ. map.



Chicago, Record-Herald. Average 1905, daily 146,456; Sunday 204,559. Average 1906, daily 141,745; Sunday 211,611.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

Joliet, Herald evening and Sunday morning. Average for year 1906, 67,552.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.

Crawfordsville, Journal. Oldest in county. Est. 1858. Dy. and ev. average, 1906, 5,878.

Evansville, Journal-News. Ar. for 1906, 16,899. Sundays over 15,000. E. Katz, S. A. N. Y.

Indianapolis, Up-to-Date Farming. 1906 av. 174,584. Now 200,000 4 times a mo., 75c. a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1906, 24,612.

Princeton, Clarion-News, daily and weekly. Daily average 1906, 1,417; weekly, 2,597.

Richmond, The Evening Item, daily. *Sworn average net paid circulation for 1906, 4,584; nine months ending Sept. 30, 1906, 4,411; for Sept. 1906, 5,013.* Over 3,400 out of 4,800 Richmond homes are regular subscribers to the Evening Item.

South Bend, Tribune. *Sworn daily average, Feb. 1907, 8,622.* Absolutely best in South Bend.

INDIAN TERRITORY.

Muskogee, Times Democrat. 1905, average 2,881; average 1906, 5,514. E. Katz, Agt., N. Y.

IOWA.

Hurlington, Hawk-Eye, daily. Ar. 1906, 8,764. "All paid in advance."

Davenport, Catholic Messenger, weekly. Actual average for 1906, 5,514.

Davenport, Times. Daily aver. Feb. 12,680. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. *Sworn average circulation for 1906, 41,751.* Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 312 issues than any competitor in 365 issues. Rate five cents a line, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for Feb., dy. 50,351.

Des Moines, Iowa State Register and Farmer, w'y. Ar. number copies printed, 1906, 52,128.

Des Moines, The People's Popular Monthly. Actual average for 1905, 182,175.

Sioux City, Journal. Daily average for 1906 *sworn*, 28,705. Morning, Sunday and Evening Editions.

Sioux City, Tribune, Evening. Net *sworn* daily average 1906, 27,170; Feb. 1907, 30,161. You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News. Daily 1906, 4,260. Oct., 1906, 4,500. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1905, daily, 3,578; weekly, 8,180.

Pittsburg, Headlight, dy. and wy. Actual average for 1906, daily 5,962, weekly 5,278.

KENTUCKY.

Lexington, Leader. Ar. '96, avg. 5,157. Sun. 6,795; Jan., '07, 5,556. Sp. 8,991. E. Katz, S. A.

Owensboro, Inquirer. Daily av., six months ending Jan. 1, 1907, 8,166.

Owensboro, Daily Messenger. Av. detailed *sworn* circ'n quarter ending Dec. 31, 1906, 8,420.

LOUISIANA.

New Orleans, Item. Average Feb. 1907, high water mark, 37,610; average for 1907, 37,547, average for 1906, 24,615. A high-class newspaper of known circulation. Want advertisements a specialty.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1906, 1,371,952.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1906, 7,656.

Bangor, Commercial. Average for 1906, daily 9,695; weekly 28,578.

Lewiston, Evening Journal, daily. Ar. for 1906, 7,598 (©), weekly 17,448 (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1906, 8,077.


Portland, Evening Express. Average for 1906, daily 12,506. Sunday Telegram, 8,041.

MARYLAND.

Annapolis, U. S. Naval Institute, Proceedings of 1906; copies printed an. yr. end'y Dec. 1906, 1,762.

Baltimore, American, daily. Average 1906, Sun., 77,488; dy., 67,815. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, 69,814. For February, 1907, 82,182.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Christian Endeavor World. A leading religious weekly. Actual average 1906, 99,491.


Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.



Boston, Globe. Average 1906, daily, 182,956. Sunday 295,232. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.



Boston, Post. Average for 1906, Boston Daily Post, 237,848; increase of 7,421 per day over 1905. Boston Sunday Post, 224,072; increase of 86,158 per Sunday over 1905. First New England paper to put in linotypes. First New England paper to put in the autotype. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

 The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Gloucester, Daily Times. Every evening except Sunday. *Sworn daily average 1906, 7,286.*

Holyoke, Transcript, daily. Actual average for year ending May, 1906, 7,942.

Lynn, Evening Item. Daily sworn av. year 1906, 15,048; Jan., 1907, av. 16,817. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Lynn, Evening News. Actual average for year ending Dec. 31, 1906, 7,226.

Springfield, Current Events. Alone guarantees results. Get proposition. Over 50,000.

Springfield, Good Housekeeping, mo. Average 1906, 209,579. No issue less than 225,000. All advertisements guaranteed.

Worcester, Evening Gazette. Actual sworn average for 1906, 11,401 copies daily; Jan., '07, 14,497; Feb., '07, 15,306. Largest evening circulation. Worcester's "Home" paper. Permission given A. A. to examine circulation.

Worcester, L'Opinion Publique, daily (© ©). Paid average for 1906, 4,282.

MICHIGAN.

Jackson, Citizen-Press. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. Refer to the A. A. No secrets. January daily average, 7,186.



Jackson, Patriot. Average Feb. 1907, 7,134; Sunday 7,886, both net paid. Verified by A. A. Sworn statements monthly. Examination welcomed.

Saginaw, Courier-Herald, daily, Sunday. Average 1906, 14,397; Feb., 1907, 14,888.

Saginaw, Evening News, daily. Average for 1906, 19,964; Feb., 1907, 20,865.

Tecumseh, Semi-Weekly Herald. Actual average for 1906, 1,158.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1906, 37,886.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1906, 87,187; average for 1906, 100,266.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal, Daily and Sunday. In 1906 average daily circulation 74,054. Daily average circulation for Feb., 1907, 77,050. Aver. Sunday circulation, Feb., 1907, 72,884.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis, Svenska Amerikanaka Posten. Swan J. Turnblad, pub. 1906, 62,010.

CIRCULAT'N Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minnesota daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 105,164.



by Am. Newspaper Directory.

St. Paul, A. O. U. W. Guide. Average weekly circulation for 1906, 22,542.

St. Paul, Pioneer Press. Net average circulation for January—daily 55,302, Sunday 52,487.



The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona, Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth. R. O. P. rate 12c. per inch.

MISSOURI.

Joplin, Globe, daily. Average 1906, 15,254. Jan. 1907, 16,251. E. Katz, Special Agent, N. Y.

Kansas City, Journal. Circ'n, 275,000; 206,335 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 15c; classified, 7c. Combination Weekly and Sunday—display, 48c. Literature on request.

Kansas City, Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph, News and Press. Circulation 1906, 26,079. Smith & Thompson, East. Reps.

St. Louis, Courier of Medicine, monthly. Actual average for 1906, 9,925.

St. Louis, Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (© ©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

MONTANA.

Missoula, Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average 1906, 147,032.

Lincoln, Freie Presse, weekly. Actual average for 1906, 150,784.

Lincoln, Journal and News. Daily average 1906, 28,531.

NEW HAMPSHIRE.

Manchester, Union. Av. 1906, 16,752, daily; N. H. Farmer and Weekly Union, 5,550.

Nashua, Telegraph. The only daily in city. Daily average year ending Dec., 1906, 4,871.

NEW JERSEY.

Camden, Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Elizabeth, Journal. Av. 1904, 5,522; 1905, 6,515; 1906, 7,547; December, 1906, 7,910.

Jersey City, Evening Journal. Average for 1906, 28,005. Last three months 1906, 28,120.

Newark, Eve. News. Net dy. av. for 1906, 68,022 copies; net dy. av. for Feb., 1907, 67,471.

Plainfield, Daily Press. Average 1906, 2,971. First 7 months, 1906, 2,963. It's the leading paper.

Trenton, Evening Times. Average 1906, 19,237; January, 1907, 20,278.

NEW YORK.

Albany, Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Batavia, Daily News. Average 1906, 7,227. Jan., 1907, 7,474. Nothing like it elsewhere.

Buffalo, Courier, morn. Av. 1906, Sunday, 91,168; daily, 55,681; Enquirer, even., 52,682.

Buffalo, Evening News. Daily average 1905, 94,690; for 1906, 94,742.

Catskill, Recorder. 1906 average, 3,945; Jan., 1907, 4,012. Best adv. medium in Hudson Valley.

Corning, Leader, evening. Average 1904, 6,255; 1905, 6,595; 1906, 6,555; Feb. av., 6,820.

Glen Falls, Times. Est. 1878. Only ev'g paper. Average year ending March 31, 1906, 3,508.

Mount Vernon, Argus, evening. Actual daily average for 12 mos. ending Jan. 31, '07, 4,075.

Newburgh, News daily. Ar. '06, 5,477. 1,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1883. Actual weekly average for 1906, 9,706 (©©).

Automobile, weekly. Average for year ending Dec. 29, 1906, 15,312.

Baker's Review, monthly. W. B. Gregory Co., publishers. Actual average for 1906, 6,453.

Benziger's Magazine, family monthly. Benziger Brothers. Average for 1905, 44,166; for 1906, 47,750.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, 26,611 (©©).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,542—sworn.

Ice Cream Trade Journal, mo., 150 Nassau St. Average for 1906, 2,100 copies.

Jewish Morning Journal. Average for 1906, 57,695. Only Jewish morning daily.

Music Trade Review, music trade and act weekly. Average for 1906, 5,341.



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1883. Actual weekly average for 1906, 11,708.

The People's Home Journal. 554,916 mo. Good literature. 452,500 monthly. Average circulations for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1906, 6,431; September, 1906, issue, 6,992.

Theatre Magazine, monthly. Drama and music. Actual average for 1906, 60,000.

The World. Actual aver. for 1905, Morn., 3495, 490. Evening, 571,706. Sunday, 411,074.

Rochester, Case and Comment, mo., Law. Av. for year 1905, 50,000. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Liecby. Actual average for 1905, 12,058; 1906, 15,309.

Syracuse, Post-Standard. Dy. cir. last 3 mos. 29,500 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Utica, National Electrical Contractor, mo. Average for 1906, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1906, 14,345.

NORTH CAROLINA.

Concord, Twice-a-Week Times. Actual average for 1905, 2,455; 1906, 2,262.

Raleigh, News and Observer, N. C.'s greatest daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 5,200.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks, Normanden. Av. gr. '05, 7,201. Aver. for year 1906, 8,150.

OHIO.

Ashtabula, American Sanomat. Finnish. Actual average for 1905, 10,766.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 85,869; Feb., 1907, 70,187 daily; Sun., 89,465.

Coshocton, Age, Daily ar. 1st 6 mos. '06, 2,101 in city 10,000; factory pay-rolls \$150,000 monthly.

Coshocton, Times, daily. Actual average for 1906, 2,122.

Dayton, Laborers' Journal, mo. Circulates generally in U. S. and Canada; 5c. agate line, flat rate. Av. for 1906, 12,816 copies. Sole exclusively Union Laborers' paper published.

Dayton, Religious Telescope, weekly. 20c. agate line. Average circulation 1906, 20,956.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult' paper. Cir. 415,000.

Springfield, Woman's Home Companion. June, 1906, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.

Youngstown, Vindicator. Dy. av. '06, 12,740; Sy. 10,001; LaCrosse & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Ar. 1906, 11,126. Guar'd. Leads all others combined by 50%.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1906 aver., 13,918; Jan., 1907, 17,824. E. Katz, Agent, N. Y.

OREGON.

Portland, Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

Portland, Pacific Northwest, mo. 1905 average 15,585. Leading farm paper in State.

PENNSYLVANIA.

Erie, Times, daily. Aver. for 1906, 17,110; Jan., 1907, 17,750. E. Katz, Sp. Ag. N. Y.

Harrisburg, Telegraph. Sworn av. Feb., 14,449. Largest paid circula't'n in H'b'g or no pay.

Philadelphia, Confectioners' Journal, mo. Av. 1905, 5,470; 1906, 5,514 (©©).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1906, 565,266. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,



has been pronounced the one that best serves its purpose as "an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." "Unlike any other paper."

Philadelphia, German Daily Gazette. Aver. circulation, 1906, daily 52,922; Sunday, 52,436. Sworn statement. Circulation books open.

Philadelphia, The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia, The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863.



Philadelphia. West Phila. Bulletin, weekly. Circulation 5,000. James L. Waldin, publisher.

"In Philadelphia nearly everybody reads The Bulletin."

NET PAID AVERAGE FOR FEBRUARY:

268,258

COPIES A DAY.

THE BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Pittsburg. The United Presbyterian. Weekly circulation 1905, 21,360.

Seranton. Truth. Scorn circulation for 1905, 14,125 copies daily, with a steady increase.

West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year, independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Williamsport. Grit. America's Greatest Family Newspaper. Average 1904, 250,180. Smith & Thompson. Reps., New York and Chicago.
York. Dispatch and Daily. Average for 1905, 17,769.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation for 1905, 17,115 (sworn).

Providence. Daily Journal, 17,625 (©©), Sunday, 20,533 (©©). Evening Bulletin 17,753 average 1905. Providence Journal Co. pubs.

Providence. Real Estate Register; finance, bldg, etc.: 2,528; sub's pay 24% of total city tax.

Providence. Tribune. Morning 10,541; Evening 11,118; Sunday, 16,520. Most progressive paper in the field.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1905, 1,027. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dv. average for 1905, 4,474. December, 1905, 4,755.

Columbia. State. Actual average for 1905, daily (©©), 11,327 copies; semi-weekly, 2,625; Sunday (©©), 1905, 12,228.

Spartanburg. Herald. Actual daily average for 1905, 2,180. December, 1905, 2,350.

TENNESSEE.

Chattanooga. News. Aver. 3 mos. ending Dec. 31, 1905, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more advg in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.

Knoxville. Journal and Tribune. Daily average year ending December 31, 1905, 15,692. Daily aver. last 3 months 1905, 15,247. One of only five papers in the South, and only paper in Knoxville awarded the Guarantee Star. The leader in this field.

Knoxville. Sentinel. Average Jan., 1907, 12,007. Carries the bulk of advertising coming to Knoxville.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 28,927; Sunday 58,336; weekly, 80,555. Smith & Thompson, Representatives, N. Y. & Chicago.

Memphis. Times, Sunday. Circulation year ending December, 1905, 2,940.

Nashville. Banner, daily. Aver. for year 1905, 31,155; Jan. 1907, 33,288; Feb. 1907, 37,371.

TEXAS.

Beaumont. Texas, Enterprise. Average 1905, 5,427; present output over 10,000 guaranteed.

El Paso. Herald. Feb. av., 7,181. Merchants' canvass: "Herald in 80% of all E. P. homes."

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1905, 2,527; 1906, 4,115.

Burlington. Free Press. Daily average for 1905, 8,459. Largest city and State circulation. Examined by Association of American Advertisers.

Montpelier. Argus. Actual daily average 1905, 3,289.

Rutland. Herald. Average 1904, 2,527. Average 1905, 4,286. Average 1906, 4,677.

St. Albans. Messenger, daily. *Actual average for 1905, 3,051; for 1906, 3,358 copies per issue*

VIRGINIA.

Danville. The Bee. *Av. 1906, 2,367. February, 1907, 2,549. Largest circ'n. Only eve'g paper.*

Richmond. News Leader. *Sworn dy. av. 1906, 28,117. Largest in Virginias and Carolinas.*

Rocky Mount. Franklin Chronicle, wy. *Ar. '06, 1,610; March, '07, 1,920 weekly. Home print.*

Winchester. Evg. Star. *Aver. sworn cir. 1906, 8,201. Covers richest farming section of Va.*

WASHINGTON.

Seattle. Post-Intelligencer (©©). *Average for Feb., 1907, net-Sun-day, \$8,504; Daily, 29,478; week day, 27,974. Only m'n'g paper in Seattle; only guaranteed Gold Mark and largest genuine and cash paid circulation in Washington; highest quality, greatest results.*

Seattle. The Daily and Sunday Times led all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during 1906, leading its nearest rival by over 178,000 inches display and 300,000 lines of classified. That tells the story of results. *Average circulation in 1906 was 42,172 daily, 56,794 Sunday. Averages for January, 1907, were—Daily 44,911, Sunday 61,591. You get the best quality and largest quantity of circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.*

Tacoma. Ledger. *Average 1906, daily, 16,059; Sunday 21,798.*

Tacoma. News. *Average 1906, 16,109; Saturday, 17,610.*

WEST VIRGINIA.

Parkersburg. Sentinel, daily. *R. E. Hornor, pub. Average for 1906, 2,640.*

Reneceverte. W. Va. News, wy. *Wm. B. Blake & Son, pub. Aver. 1906, 2,320.*

WISCONSIN.

Janeville. Gazette, d'y and a-w'y. *Circ'n—average 1906, daily 8,811; semi-weekly 2,683.*

Madison. State Journal, dy. *Average 1906, 2,602; for Jan. and Feb., 1907, 4,609.*

Milwaukee Evening Wisconsin. d'y. *Av. 1906, 26,648; average 1906, 28,480 (©©).*

Milwaukee. The Journal, ev'g, independent. *Aver. for Feb., 1906, 48,424; Feb., 1907, 50,518. Daily gain, 7,249. The Journal's paid circulation in the city alone is larger than the total paid circulation of any other Milwaukee paper, morning, evening or Sunday.*

Oshkosh. Northwestern, daily. *Average for 1906, 8,099.*



THE WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877. *Actual weekly average for year ended Feb. 28, 1907, 51,126. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.*



WYOMING.

Cheyenne. Tribune. *Actual daily average net for 1906, 5,126; semi-weekly, 5,298.*

BRITISH COLUMBIA.

Vancouver. Province, daily. *Average for 1906, 10,161; Feb., 1907, 12,973. H. LeClercq, U. S. Rep., Chicago and New York.*

Victoria. Colonist, daily. *Colonist P. & P. Co. Average for 1906, 4,592; Jan., 1907, 4,986. U. S. Rep., H. C. Fisher, New York.*

MANITOBA CAN.

Winnipeg. Free Press, daily and weekly. *Average for 1906, daily, 34,559; daily Feb., 1907, 37,150; wy. av. for mo. of Feb., 26,700.*

Winnipeg. Der Nordwesten. *Canada's German newspr. Av. 1906, 16,177. Rates 66c. inch.*

Winnipeg. Telegram. *Daily aver. February, 28,100. Weekly average, 20,000. Flat rate.*

NOVA SCOTIA, CAN.

Halifax. Herald (©©) and Evening Mail. *Circulation, 1906, 15,558. Flat rate.*

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. *Average for 1906, 6,088.*

Toronto. Canadian Motor, monthly. *Average circulation for 1906, 4,540.*

Toronto. The News. *Daily average circulation for the month of February, 1907, 40,210. Advertising rate 56c. per inch, flat.*

QUEBEC, CAN.

Montreal. La Presse. *La Presse Pub. Co. Ltd., publishers. Actual average 1906, daily 96,771; 1906, 100,087; weekly, 49,992.*

Montreal. The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers one-fifth of Canada's population. *Av. circ. of the Daily Star for 1906, 60,954 copies daily; the Weekly Star, 128,158 copies each issue.*



(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. *Aver. 1905, Daily \$8,590 (◎◎), Sunday \$4,731, Wk., '04, 107,925.*

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1905 average 6,043.

ILLINOIS.

GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more class'f'd ads than all others in its line.

THE INLAND PRINTER, Chicago. (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎). Established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston. The medium through which to reach textile mills using 1,885,000 horse power.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎).—Most reliable and ably edited.—*Times, Chattanooga, Tenn.*

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

HARDWARE DEALERS' MAGAZINE.

In 1906, average issue, 20,791 (◎◎.)

D. T. MALLETT, Pub., 253 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1906 was 18,865.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

PENNSYLVANIA.

CARRIAGE MONTHLY (◎◎). Phila. Technical journal; 40 years; leading vehicle magazine.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, 100,548; The Sunday Press, 137,863.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

THE Denver Post, Sunday edition, March 10, 1907, contained 6,023 different classified ads, a total of 127 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn.. MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (29), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year. more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,200, an average of over 1,000 every day, which is 126,929 more than all the other Indianapolis papers had.

STAR LEADS IN INDIANA.

During Feb., '07, the INDIANAPOLIS STAR gained 159 columns over Feb., '06—the STAR's nearest competitor lost 7.5 columns—the STAR carried 33.75 more columns than its nearest competitor. The INDIANAPOLIS STAR has passed the 100,000 circulation mark. Rates, 6c. per line.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

THE Topeka CAPITAL in 1906 gained \$9,960 paid "wants" over 1905, and carried 15,933 more than all other Topeka dailies combined; 5c. line. Only Sunday paper. Largest circulation.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,550 over the year 1905, and was 301,569 more than any other Boston paper carried for the year 1906.



30 WORDS, 5 days, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in January, 130,512 lines. Individual advertisements, 20,467.

CIRCUIT'S

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

by Am. News-paper Directory

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

NEBRASKA.

LINCOLN JOURNAL AND NEWS. Daily average 1905, 27,092, guaranteed. Cent a word.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 5 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS. Mount Vernon, N. Y. Great-
est Want ad medium in Westchester County.

NEWBURGH DAILY NEWS. recognized leader
in prosperous Hudson Valley. Circulation,
6,000.

BUFFALO NEWS with over 95,000 circulation,
is the only Want Medium in Buffalo and the
strongest Want Medium in the State, outside of
New York City.

PRINTERS' INK. published weekly. The rec-
ognized and leading Want ad medium for
want ad mediums, mail order articles, advertis-
ing novelties, printing, typewritten circulars,
rubber stamps, office devices, adwriting, half-
tone making, and practically anything which
interests and appeals to advertisers and busi-
ness men. Classified advertisements, 20 cents
a line per issue flat, six words to a line.

WATERTOWN DAILY STANDARD. Guar-
anteed daily average 1906, 7,000. Cent a word.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want"
medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 17,836. Publishes
more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to
five times more classified ads than any
other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest cir-
culation and the best Want medium in R. I.

PROVIDENCE TRIBUNE, morning and even-
ing, 40,000, brings results, cost the lowest.

SOUTH CAROLINA.

THE NEWS AND COURIER (©©), Charleston,
S. C. Great Southern Want ad medium; 1c.
a word; minimum rate 25c.



THE Columbia STATE (©©) carries
more Want ads than any other
South Carolina newspaper.

WASHINGTON.

THE POST-INTELLIGENCER (©©), Seattle,
Wash., is the leading "Classified
Ad" medium of the Pacific Northwest.
Readers respond to F. L. "Want ads be-
cause every ad is a genuine 'want,' hence
greatest results to advertisers. Nearly 40 col-
umns a day was the average for February, 1907;
26 departments; 360 separate classifications.
Write for sample copy.

CANADA.

LA PRESSE, Montreal. Largest daily cir-
culation in Canada without exception. (Daily
100,087. Saturdays 117,000—sworn to.) Carries more
want ads than any French newspaper in the world

THE DAILY TELEGRAPH, St. John, N. B., is the
want ad medium of the maritime provinces.
Largest circulation and most up-to-date paper of
Eastern Canada. Want ads one cent a word.
Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want
advertisements than all other Montreal
dailies combined. The **FAMILY HERALD** AND
WEEKLY STAR carries more Want advertisements
than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more
"Want" advertisements than any other
daily paper in Canada, and more advertise-
ments of this nature than are contained in all the other
daily papers published in Western Canada
combined.

WHEN Congress passed the second-
class postage law, allowing publications
to be circulated at one cent a pound,
it stated that the purpose of this law
was to encourage the wide distribution
of literature to the mass of the people
at a low price.—*Woman's Magazine.*

THE TRADE JOURNAL.

When you get your trade paper, do
not cast it aside, it is worthy of better
treatment. Treat it considerably.
Treat it as though it was worthy of
your respect whether it has it or not.

Remember that no matter what line
you are in you owe a great deal to
the trade paper, and treat it accord-
ingly. Keep your subscription paid up as
it should be. Give it the same treat-
ment you would expect from one of
your customers, and remember that the
trade paper has done a great deal more
for you than you have done for it. It
has stood by you when you have said
unkind things about it and thrown it
in the waste basket. It has stood by
you when you let your subscription
lapse.

If readers but knew of the ex-
pense, work, time and effort that it
costs to produce the smallest trade pa-
per in existence, they would marvel. If
they knew of the sacrifice and the
trials that the publishers have in serv-
ing their interests they would look at
the whole question from a different
angle. If they realized what trade pa-
pers have done for them there would
not be a single delinquent subscriber
on the books of any trade paper in the
country, and there would not be a
single man in any line who did not
subscribe for every paper printed that
catered to the interests of the lines in
which he is engaged.—*General Mer-
chants' Review.*

FOREIGN ADVERTISING NOTES.

I went around the globe last year.
That's a strange performance for an
old-time typesetter. I wanted to see
if China was as dark and as far be-
hind the times as the advertisements
had said she was.

I found her just the same.
I had heard, through advertisements,
that you could buy a white suit of
clothes for \$4 in China.

And you can.
The advertisement was right; you
could get them for \$4. They measure
you this morning and put them on to
you to-morrow morning. The China-
man sleeps when he has nothing else
to do. The American works when he
can't help it. That's the difference.

I found advertising in Japan is done
with caricatures on the wall; and the
same thing in China. If a Chinaman
wants another bottle of some goods, he
takes the bottle and label back to the
place where he got it, and he will take
no other; and if there is the change
of a dot or the crossing of a *t* on the
new label, he will bring it back. The
Chinaman is the most immovable
man (except the Englishman) that
there is on the globe.—*Lafayette
Young, of Des Moines Capital.*

WHEN your advertising is not sales-
manship it is not worth your paying
for the space to display it. If it is
literature or art, sell it as such. If
you use literature and art to give
force to salesmanship buy the best the
market affords.—*Mahin Messenger.*

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$5); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Beekman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, April 3, 1907.

If one way of stating a thing fails to attract attention, try another way and another. A mode of expression is sometimes worth more than the thing expressed.

Don't claim that you have goods superior in every respect to any that were ever offered, for belief in an advertisement must be made easy, and belief in superlatives is not easy.

An Opportunity. Is there a press-clipping bureau in the United States that can take a schedule of papers and intelligently clip therefrom a specified advertisement or article? If there is not, somebody ought to establish one. The existing press-clipping concerns are loud in their representations of what they can do for you—before they get your money. After that they seldom make any attempt to clip matter that is of any use to their client and, in most cases, confine their service to clipping and mailing him such things as he has usually seen already himself.

It is persistence, and much opportunity that promotes all accomplishments that are worth while—and particularly advertising.

JAMES RODGERS, advertising manager for Harper & Brothers, New York, has been connected with *Harper's Monthly* for almost one-third of a century.

On Preferred Position.

The Little Schoolmaster believes that an advertisement will be read by a great majority of PRINTERS' INK's readers even though it is given space upon one of the pages in the back of the paper, sandwiched in between other advertisements. The reason is obvious. PRINTERS' INK is read by advertisers, who have become accustomed to scan the advertisements in newspapers, magazines and in the trolley-cars as part of their business, and it is hardly conceivable that they would neglect the "run of paper" advertising in their trade paper and consider only that which occupies position on the cover pages.

Nevertheless, there are publishers who demand specified position, and are willing to pay double the amount usually charged. The most prized position in PRINTERS' INK is the first cover page, which is sold by annual contract to two advertisers. The most commanding position in the paper is the double center page, which costs \$160 for each insertion. Right-hand pages in the front part of the paper, facing reading matter, cost \$80 for each insertion. The first inside cover page is valued because it faces the first reading page. It may be secured for any number of times at \$80 per insertion. This position is vacant at present, and presents a rare opportunity for some one who wishes to address general advertisers once a week or once a month for an entire year. For a living, growing, fighting newspaper or magazine how can a respectful hearing from advertisers be secured so economically as by means of PRINTERS' INK?

Figure it out for yourself.

NOT to "make good" is to create resentment. Remember what Lincoln said about fooling the people.

FREDERICK DRISCOLL, commissioner of the American Newspaper Publishers' Association, died on March 23 at his home in Chicago, after a brief illness.

At a recent meeting of the Connecticut Newspaper Association, in New Haven, the publishers recommended systematic advertising of that State's advantages as a manufacturing center.

WHEN you get a "special figure" or "cut rate" on advertising space, it is safe to assume that some competitor in your business is getting still more favorable terms. The only safe rule is to deal where the same rate is charged to everybody for the same service.—*Washington Star*.

THE Munn & Nichols agency, Springfield, Mass., up to this time a partnership between George L. Munn and Bert F. Nichols, has been capitalized at \$10,000 and incorporated as the Munn & Nichols Company. This agency is now in its third year, and does a general business, placing accounts for several large concerns.

E. BJERREGAARD, who has had long experience in technical journalism both as an editor and an advertising manager, takes the advertising department of *Technical Literature*, the new monthly digest of engineering information. Harwood Frost is publisher of *Technical Literature*, and its offices are at 220 Broadway, New York.

THE Brooklyn office of the H. T. Meany Advertising Agency, is placing advertising for the India Salve and Remedies Company in southern and western papers. Also the advertising for the Citrosandalene in western papers. The New York office is placing advertising for the Lambert Snyder Company in newspapers and magazines.

THE printers' strike in Butte and Anaconda has been settled. The *Anaconda Standard* resumed publication March 27th.

IRVIN F. PASCHALL, who has been manager of the classified advertising department of the *Philadelphia Press*, is now circulation manager of *Country Life in America*.

AFTER a trial lasting only five hours, Horace George Rayner, who shot and killed the London department store magnate, William Whiteley, on January 24, was convicted of murder and sentenced to death, and will be hanged within two weeks.

THE *Boston Traveler* has just been given a verdict in its favor in a libel suit brought by Chester R. Lawrence, who was the subject of an article in the *Traveler* a year ago during its exposé of Boston bucket shops. John H. Fahey, publisher of the *Traveler*, has made persistent war on bucket shops, and put many of them out of business. Mr. Fahey is urging the Massachusetts legislature to pass a law that will put an end to this form of swindle.

Tourist Trade Much of the advertising put out by retail stores is intended to attract women; and what woman is not interested in a line of wearing apparel, from hats to shoes? Especially is the tourist attracted by the advertisements of the local papers—and with the destructive results she experiences at the hands of hotel laundries would be tempted to replenish her supply of her thousand and one needs. But where is this store which advertises so enticingly? She scans perhaps a whole page advertisement all through—but save that she *infers* it is in Richmond, or Savannah, or Atlanta, or wherever the paper happens to belong, she has no clue to the street whereon this attractive display is to be seen. From a woman's standpoint this is a serious omission, and loses for all such stores many a customer.

THE Advertisers' Club of Cincinnati held its quarterly dinner March 27 at the Grand Hotel.

A NEW journal in the interests of independent telephone companies, the *Telephone Chronicle*, has been established at Columbus, Ohio. It will appear monthly under the editorship of James B. Hodge, president of the International Telephone Association.

THE *Ladies' Home Journal* and the *Saturday Evening Post* during 1906 received business from N. W. Ayer & Son aggregating \$278,000. A recent issue of PRINTERS' INK stated that the *Ladies' Home Journal* alone received from this agency patronage amounting to \$282,000 during this period.

New Circus Press Agent.

"Tody" Hamilton, the "grand old man" of the circus publicity fraternity, recently retired as chief press agent of the Barnum & Bailey Shows and will live in quiet ease on his Maryland farm. Mr. Hamilton is succeeded by Willard D. Coxey, for five years his assistant, and for twelve years before that press representative for the Ringling Brothers' Circus. Mr. Coxey is a newspaper man of long experience. Born in Philadelphia, he worked on the *Times* in that city, became one of the writers of press matter for the old Forepaugh Circus, and then a press representative for one year. From this position he went back to journalism, serving on the Philadelphia *Press* and *Times*, then to the *News* as city editor, and from there to the Chicago *Journal*, where his connection with the Ringling Show was formed. He has had wide experience in buying newspaper space, and is known from one end of the United States to the other among publishers, large and small.

Associated with Mr. Coxey in the conduct of the publicity department are James D. DeWolf, who travels ahead of the show and Dexter L. Fellows who looks after newspaper men at the circus grounds.

ELMER E. CLARKE, for a number of years advertising manager of the Evansville, Ind., *Courier*, has accepted a like position upon the *Light*, of San Antonio, Texas.

EDWIN BRADBURY HASKELL, one of the proprietors of the Boston *Herald*, and formerly editor-in-chief, died at his home in Auburn-dale, Mass., March 25, from angina pectoris. He had been ill for some time. He is survived by a widow and four children, Colonel W. E. Haskell, publisher and editor of the *Herald*; Henry H. Haskell, Margaret Haskell and Clarence G. Haskell. Edwin B. Haskell was born in Livermore, Me., in 1837. He entered the office of the Portland *Advertiser* in 1854, and two years later went to Boston, where he soon became a reporter on the Boston *Journal*. In 1860 he went over to the Boston *Herald*, purchasing an interest in the paper in 1865 and editing it from 1862 to 1887. Mr. Haskell also held a part interest in the Minneapolis *Journal*.



Swan J. Turnblad, publisher of *Svenska Amerikanska Posten* of Minneapolis, called upon the Little Schoolmaster recently. Mr. Turnblad and his paper are worthy representatives of a branch of foreign-born Americans who are the peers of any other citizens of the land. According to the figures of the last federal census, the Swedish-Americans of eight northwestern States exceeded 700,000 in number in 1900. The *Posten* is the chief Swedish paper circulated among these people. The average number of copies printed each issue during 1906 was 52,010, and Mr. Turnblad is planning to add to his list very materially in the immediate future. He is about to install a Duplex Rotary press, the first one that was ordered from the manufacturers and the largest that has been built. The *Svenska Amerikanska Posten* is the only Star Galaxy paper in the United States that is printed in a foreign language.

ANOTHER southern magazine, the *Elite Magazine*, published at Galveston, Texas, for several months, has proved a success, and now a corporation has been formed to develop the property. W. B. Whiteside will be manager and editor. The incorporators are G. G. Levy, James A. Boddeker, B. J. Cunningham and W. B. Whiteside of Galveston, and the capitalization is \$2,000.

An Interesting Law-Suit.

A law-suit of great interest to publishers and advertisers is that now being waged against the *Ohio Farmer*, of Cleveland, by the Farmers' Co-operative Harvesting Machine Company, of Springfield, Ohio. The latter concern, according to *Agricultural Advertising*, was organized several years ago, after its promoter, Wm. N. Whitely, had been unfortunate in other business enterprises. Stock was offered to farmers, and the *Ohio Farmer*, receiving inquiries as to the soundness of said stock as an investment, made an investigation which led to the publication of an unfavorable report in its pages. It is the policy of this paper to protect its readers against fraud. Mr. Whitely wrote a protest and defense, but this the *Ohio Farmer* could not see its way to publish. Suit was consequently brought for \$100,000 damages. Speaking of this suit, M. W. Lawrence, of the *Ohio Farmer*, says: "We have always taken the stand that we will defend our readers against fakes, or unwise investments of any kind, regardless of expense or trouble that it may put us to. The comments we have already received from a large representation of our constituency are highly gratifying, and, we feel, quite repay us for the expense which the resistance of this suit means. We have received hundreds of letters from our subscribers, complimenting us on the stand that we have taken in such matters and sending us lists of names of friends to whom they wish papers forwarded containing the result of this investigation. We have already received a great many new subscriptions, because of this suit,

and expect that it will add several thousands of new subscribers to our list, as the farmers, in the territory that we cover, realize that we will fearlessly expose all fakes. We are perfectly confident of our position, and regard the suit as simply a 'bluff' to reassure the prospective investors who had read our warning."

WANTED—A NEW WAY TO ADVERTISE AN AUTO-MOBILE.

Have you noticed the sameness in automobile advertising of late? Outside of two or three makers who exploit either some unusual feature of construction, or some remarkable achievement, nearly all the automobile advertisements would "fit" almost any car, with a very few minor changes. The makers themselves are for the most part the cause—unwittingly, no doubt—of this condition of affairs, because, in simplifying their machines they have gradually adopted a design of construction so similar that hardly any car has a talking point not possessed by its rivals.

"Our car is standard in construction—no 'new,' freakish ideas to try on you," say the advertisements.

How different from the announcements of a few years ago, when it was the thing to refer in the Spring advertisements to the improvements wrought out by the designers and engineers during the Winter.

One prominent new-comer in the field, who has met with a quick success, has gone so far as to praise his car in a recent advertisement for its freedom from "bewildering improvements."

The problem is this: the cars of different makes are in reality very much alike. There are several types, it is true, but each type is represented by many makes; and as the makes of a given type are remarkably similar, the claims for one may practically be made for all. How are you going to make the advertising of one car of a given type excel that of its competitors?

ABOUT GEORGIA.

GEO. P. ROWELL.

Georgia is called the Empire State of the South. No other east of the Mississippi has so great an area. Its population is a good deal in excess of two millions: it publishes, in round numbers, four hundred newspapers, while Minnesota, with a smaller territory, prints more than twice as many; a circumstance largely explained by Georgia's proportion of colored people who do not read. In point of enterprise and merit Georgia's best newspapers compare favorably with the best to be found in any part of the country. Few journals are so liberally quoted as the *Atlanta Constitution*. The famous orator Henry W. Grady first became known through his connection with the *Constitution*; the same may be said of Joel Chandler Harris, the creator of Br'er Rabbit and the Uncle Remus stories. The weekly *Constitution* prints a great many more copies than any other weekly issued south of Philadelphia or Kansas City, though just how many it does issue is not easy to learn on account of bolstered circulation, sample copy issues and other schemes, which tend to make the output rather uneven and would tend to arrest the attention of the Postoffice Department were the facts brought very prominently to its attention. There is no question, however, that whoever would advertise in the South must use the weekly *Constitution*. To the daily edition Rowell's American Newspaper Directory accords the so-called Gold Marks—emblems of quality given to but a few score papers in the entire country. The same marks are also accorded the *Savannah News* and *Augusta Chronicle*; the last named being one of the no more than thirteen American newspapers still issued, that have been established more than a hundred years. In noting the comparative importance of southern cities one finds by consulting the American Newspaper Directory that, save Louisville, Ky., none call for more catalogue space than Atlanta; the descriptions filling four full columns.

New Orleans in Louisiana, Dallas in Texas and Nashville, Tennessee, stand on about the same plane, while to describe the publications issued in Savannah only a fragment more than one column is required. It must not be forgotten, however, that Savannah can reach out on one side only, being restricted by the ocean on the other. The one daily paper in Georgia that has for many years had a larger issue than any other is the *Atlanta Journal*, issued every evening at a subscription price somewhat lower than that demanded for the *Constitution*. It seems to be a fact, generally conceded, that although evening papers outstrip their morning competitors in the number of copies issued, the morning paper commonly exerts a stronger influence and commands a higher proportionate rate for its advertising space. Out of all the publications issued in Georgia only thirteen get credit for issuing regularly so many as five thousand copies, and of these eleven are printed in Atlanta. It is quite probable that the daily papers of that city print more than twice as many every week as all the other about four hundred papers of the State added together.

Governor N. C. Blanchard, of Louisiana, in an address before the Creve Couer Club of Peoria, Ill., lately said of the present wealth and future possibilities of the New South:

"The future holds in store for her a great destiny. In the three essentials of greatness and wealth—cotton, iron and wool—she holds the commanding position, and is making the most of it. The world depends mainly upon the South for its clothing. Let the cotton crop fail for a few years in succession, and millions of people would go in rags and nakedness. The cotton crop in 1906, including the value of its seed, was easily worth in the raw \$750,000,000. Manufactured into cloth it would be worth four times that sum. She is doing much toward manufacturing it now into cloth. The time will come when she will manufacture the greater part of it, if not all.

"The forty-one crops of cotton produced in the South since the close of the war have sold for \$14,000,000,000, a sum equal to seven times the value of all the slaves set free by the triumph of the northern arms.

"The value of the forest products of the southern States from year to year falls now little short of the value of the annual crop of cotton.

"Of the entire wealth of the United States in the shape of timber 60 per cent is found in the South, so that the practical control of the lumber trade of the whole country is rapidly passing to the South.

"Although the South occupies only 22½ per cent of the entire surface of the United States, it possesses 33 1-3 per cent of the coal beds that can be mined with profit; and in respect to iron ore, one State in the South (Alabama) alone has such vast stores that three or four leading companies of the State have much more than is possessed by the United States Steel Corporation in its vast holdings in the Lake Superior region. With two or three exceptions, all the States of the South have extensive deposits of iron ore."

Notwithstanding the great prosperity of the South it must be borne in mind by advertisers that the population is by no means as dense as in the northern States, and that, furthermore, barely half the people, white and black, are able to read. On this account the leading papers are to be sought out to the exclusion of the rank and file, for the circulations obtained by a great majority of the smaller papers throughout the South is moderate to a degree that would surprise many should they learn the actual facts.

SALE OF WHITE GROCERIES.

A grocer on the upper east side has adopted the plan practiced by the large dry goods houses. He has his windows decorated in white and a sign in the center reads: "Our Great Annual White Sale: Sugar 16 cents for 3½ lbs., Flour 15c. a bag, Starch 10c. a pkg," followed by a long list of "white" goods marked down for this event.—*New York Post*.

People once said :
"Car space can't hold
the advertiser's story."

Anyway it seems to
hold the advertiser.

That's quite a story
in itself.

If you would like to
hear it, write me.

I'll tell you what car
advertisers in your line
have accomplished.

Perhaps these re-
sults came from space
without a story.

And perhaps not.

THOMAS BALMER,
Advertising Director,
STREET RAILWAYS
ADVERTISING CO.,
Flat Iron Building,
New York.

We are exclusive selling agents for
two-thirds of the car space in the
United States, Canada, Mexico and
Brazil.

SAYING TOO MUCH.

When an advertising story begins to run over two or three hundred words, and the copy man finds that probably 500 will be needed to tell it well, and that there is hardly any way of cutting down his yarn, he is almost invariably smitten with fear that nobody will ever wade through it. An interesting test conducted a year or more ago by a national advertiser to determine this very point—whether people “wade through a long ad”—will perhaps prove encouraging and informative to the man who wants to observe the axioms about being brief, yet can't.

This advertiser is a beauty specialist who sells toilet preparations through the retail trade and also conducts offices for treatment in half a dozen cities. The latter are advertised in the Sunday papers in each locality.

His advertisements had been growing longer and longer, and he felt distrust. Therefore, to settle the question absolutely, once for all, he prepared a column advertisement that was purposely made long-winded. All the talk that could be crowded into a newspaper column in nonpareil type, with agate quotations, was strung together. A picture caught the eye, but after that there were no paragraphs or sub-heads or anything else to make easy reading. The argument was not written for clarity, but purposely made a little involved and obscure, while in the center of the ad, instead of the usual place at the bottom, was inserted a free offer. Any person bringing the ad into the local beauty parlor was to receive a trial treatment free at any time during the week after the announcement appeared. This free offer, however, was also involved. One had to read it two or three times to make certain it was an offer of something for nothing, and then to more or less take his chance on cutting it out.

This experimental advertisement was inserted in the Sunday papers of half a dozen cities, and as the popular mediums were used, it gained nothing in attrac-

tiveness by hurried press-work. A more uninviting bit of literature than that ad, as it finally appeared in the newspapers, could hardly have been constructed. Yet during the week following its appearance the business done in trial treatments at all offices was ample proof that the public reads advertising thoroughly, and that no length or difficulty in text seems adequate to bury a proposal that carries some advantage to the reader. This experiment was repeated several times, until no doubt existed.

“Be brief” is only an axiom, after all. Those who flaunt it most persistently in the advertiser's face could probably back it up with no sound reasons why one should condense. A school principal testified not long ago that in making up his catalogue he aimed at getting out the biggest and longest book. Such a catalogue will always be kept long after the “Be brief”-ones have gone into the fire. Examination of the advertisements in any magazine will show that, for each two poster advertisements, aiming at telling a story in a glance, there is one in which small type and lengthy explanations are the rule. Consideration of the names attached to each class of advertisements will show that the long-winded agate type advertisers are as successful as the poster advocates, and that they stay in the game as persistently.

This is an age of readers. Not only do the editions of newspapers and magazines increase, but the amount of reading that the individual does increases too. A long advertising story has nothing terrifying to readers if it tells something worth while, and the only rule that can safely be laid down is, probably, “Don't say any more than you can crowd into the space.”

He was obviously English in manner, clothes and accent. He was studying a sign in the window of a Broadway café.

“My word!” he ejaculated, after prolonged observation, “What an extraordinary custom, you know. Fancy having one's shoes polished on the interior!” This was the sign he had been reading:

“Get your shoes shined inside.”—*New York Sun.*

ADVERTISING LIABILITY POLICIES.

Some of the most intelligent insurance advertising put out in this country emanates from the Maryland Casualty Company, of Baltimore. Among many forms of policy written by this corporation, it has a number that appeal to rather small classes of purchasers, such as boiler, plate-glass, elevator, employers' liability, etc. In the last two fields especially there has been very little good advertising—such policies are written largely through personal solicitation, and the companies seem to go on the assumption that employers and property-owners know all about the risks they cover. Competition is keen, but active leg-work on the part of canvassers is depended upon for business.

Three recent booklets from the Maryland Casualty Company show great attention to the purely explanatory side of elevator and liability policies. The way in which such risks are dissected and made vital indicates that there is still room to do much with minor branches of insurance on the advertising side.

"The Responsibility" is a booklet taking up various phases of damage suits arising from accidents to employees, and shows the numerous ways in which such suits hamper a business apart from court costs and actual damages awarded. Litigation of this sort, for instance, has been known to have an unfortunate effect on prospective investors in a business enterprise. The employer's responsibility in hiring minors is dealt with, and his responsibility for acts and orders of foremen, for carelessness of other employees, for proper upkeep of premises, for safety of the public, etc. Each item is covered briefly and to the point, and typical court decisions from the records are cited as illustrations of what holds good in law.

"The Value of Life and Limb" is a booklet that gives a summary of the damages employers are liable to pay for accidents to employees. Suits almost invariably

follow such accidents, and are more often successful than not. The employee has the jury's sympathy. Permanent disability may cost \$25,000. Loss of a leg or arm, \$10,000 to \$15,000. There is a steady increase in the amounts awarded for accidents that maim, but do not kill. After making out its case, this booklet has a few words to say about the Maryland Casualty policies as compared with those of others—quite a fruitful topic when taken up in a booklet, for this company's liability policies are conditionless and liberal, and backed by a strong corporation, whereas some of the policies sold by others are said to be far from this, though furnished at a cheaper premium. That is a point that might have been treated even more fully.

"Liability Insurance as a Conservator of Credit" is a booklet dealing with elevator policies, and throws light not only on hidden causes of accidents in such apparatus, such as deterioration of steel cables through the action of acid in the tar of rope cores, but cites instances where an estate has been burdened with liabilities rising from an elevator accident that happened before the property-owner's death, and others where a retiring partner has thrown extra liabilities on those who succeeded to the business. Damages likely to arise from boilers, teams, etc., are also described.

This literature is perhaps a trifle too legal in style, but is rich in facts and convincing in tone. Agents who have booklets of this character to mail to prospects in their local territory are fortunate.

LONDON NEWSPAPER NICK-NAMES.

Judge Rentoul's reference on the bench to the *Times* as the "Thunderer" reminds us how remarkably this nickname has persisted. The *Morning Post* is no longer "Jeames"; the *Standard* has not been "Mrs. Gamp" since the decease of the *Morning Herald*—the "Mrs. Harris" to whom it would allude as an independent authority, though the two represented the same proprietor. But the *Times* is still the "Thunderer." It owes that name to Capt. Edward Sterling, who is said to have begun a *Times* article with the words: "We thundered forth the other day an article on the subject of social and political reform."—*London Chronicle*.

NON-EXISTENT PERSONS IN ADVERTISING ILLUSTRATIONS.

In looking over a collection of illustrated advertisements old faces rise to greet you, new ones smile enticingly, and others quite strange meet the eye. Some emphasize the story they have to tell with looks of anguish, others with a hilarity that is rarely infectious; one weeps, and tear-drops the size of footballs flow down the cheek, and reference to the text tells us that he has a cold, corns, rheumatism, sciatica, or, that "He won't be happy till he gets it."

From among these heterogeneous groups emerge some faces and figures that may be called classic in the advertising world. First among them in point of beauty and art is the one called "Bubbles," the beautiful baby who blows them out of the dish of soap suds and turns his wondering eyes to penetrate the mystery of their disappearance. The great artist who painted this picture, Sir John Everett Millais, R.A., president at his death of the Royal Academy, sought to symbolize the beauty of life, how hopefully it held its brief career and how complete its extinction, and how infallibly it obeyed the law which governed it. It was bought on its first exhibition for £40,000, and the painter was horrified to learn that its owner made Pears' Soap and intended to use it as an advertisement. It was really very suggestive of the commodity it was intended to illustrate. For a great number of years the picture hung in Pears' old shop in Great Russell street, Bloomsbury, London, and was then removed to the larger stores in Regent street, where a fitting gallery with regard to light and surroundings was arranged to hold it. Thousands of people have made pilgrimages to see the original, but they are as one to a million who have become familiar with the colored print that has been used the world over in the advertisement of soap.

Thus a figure that exists only in the rich imagination of the Artist has taken a place in the material world of trade, exerting

a peculiar influence upon its currents. For we can scarcely imagine a baby posing as a model, and must regard "Bubbles" as a purely ideal creation. Altogether some two hundred cuts of different sizes, from steel and copper engraving to photo lithographs of the picture, have been made. Some of these were twelve-sheet posters used on hoardings and billboards, others were smaller cuts for reproduction in magazines and newspapers, but in all of them the cherub-faced child is shown with the pipe and bubbles floating away, while the inscription "Pears' Soap" remained a permanency in the popular mind.

With what disfavor the aesthetic class regard this profanation of art it would be idle to guess. But the fact remains that advertising offered a very large number of the people of the earth an excellent study in art; and laid a fundamental appreciation of good pictures in many a mind.

About the time that the "Bubbles" pictures were very common, another R.A. painted a picture for the same firm, accepting the commission frankly enough, and also the subject, from Pears' soap people who ordered it. The artist was Marks and the subject was "Cleanliness next to Godliness." Two monks using Pears' soap stand over a basin washing their hands. They are looking at each other, smiling, as who should say "its fine soap!" Unlike "Bubbles" the picture had no poetic mysticism. It was too crassly obvious in its purpose, and while executed with taste did not secure popular attention in any degree like its predecessor.

After that Pears ceased to recruit their advertising from the Royal Academy list of painters and depended upon the stories told by draughtsmen, as for example the baby in the wash-bowl extending his hand for a piece of Pears' soap just beyond his reach, with the inscription which tells that "He won't be happy till he gets it," and the various pictures illustrating the never-answered question "Have you used Pears' soap this morning?"

Among the other pictures that

have classic place is that of Lydia Pinkham, a more or less mythical benefactress of the human race, whose countenance is as familiar by reason of prints of it as President Roosevelt or Washington. In recent times she has been driven from the pages of some magazines to the distinction of membership in the *Index Expurgatorius*. She is a simple-faced, benignant old lady who looks as if she could not say boo to a goose, much less challenge the ravages of a serious malady. Lydia Pinkham has a history. Her enterprising supporters have seen to that, and it reveals a character of such tender sympathy for suffering, that, if credited, her claim for canonization can hardly be disputed. Her influence upon business life has been as marked as that of "Bubbles" himself.

There is also Phoebe Snow, who sings in verses of ragged metre the Lackawanna Railroad. She is an individuality but not an identity, because a changing model has posed for her from time to time. She usually stands clad in spotless white beside one of the engines of the railway. She has just finished a journey over the road of anthracite, and stainless, unblemished and immaculate, is sometimes contrasted with the smudgy-faced engineer who in some of her pictures gazes admiringly down upon her from his cabin window. Usually Phoebe and the engine are photographed, but she has an honored place among non-existent persons and her counterfeited presentment should be preserved in oil. The first Phoebe is getting on in years, but her pictures are always young. Her verses are also very, very young as a poetess might well be who seeks rhymes with "anthracite" only, but she is a useful and picturesque figure in the classic gallery of advertisement.

A few years ago Sunny Jim thrust his grinning countenance upon the public notice. He was the logical outcome of the stupid comic illustrated Sunday newspaper sheet. He was not a success in business and transferred himself to England where a less com-

plaisant people hooted him out of existence. So passed Sunny Jim. Another classic picture is that of the Gold Dust Twins who are always printed in black, suggesting the query that if the washing powder they advertise is so powerful it might with profit be used upon them. But the variety of scenes in which they appear, and the antics they perform in an apostolic succession of new scenes, give them a distinguished place in our gallery of non-existent persons devoted to the advancement of publicity.

It is not only human beings who are reasonable candidates for admission to the same collection. There is Victor the fox terrier who hears his master's voice in the Victor automatic music box. He *was* a dog, for Victor has long passed away, leaving behind him the indelible memory of a very lovable canine, full of faith, wonder and expectation. And Braces too is another, a bull-dog who advertises suspenders, sternly and with the menace of his class.

To these should be added the smiling face of that hospitable darkey who stands sentinel over the page ad of Cream of Wheat. He is so genial and enjoys his place so obviously that the stern features of the Quaker who guards Quaker Oats on proximate pages becomes actually forbidding in comparison.

Sapolio too has its candidates; one of recent creation called "always fair," is a study of the American girl as known to modern art; and another, a naked man in the bath-tub who threatens to fall out of it and further expose himself, of whom the least said the better. Then gentle Phoebe Snow has a militant rival in the Chicago and Alton Railway advertisement, a fencing girl with her red heart worn exposed on her breast, and her shapely legs more in evidence than her foil. She is a dangerous girl. Reuben's infant shirt ad offers a candidate in the person of a chubby child clad in the shirt itself and wearing it with joy, and Rubifoam has a number of pretty girls that might be admitted if

they did not so vigorously show their teeth. It would be rank heresy to deny the Pearlina girl with her lofty pompadour a place among the influential non-existent; and Little Louis the Alsatian lad in his shapely cut suit, who cares for the interests of Franco-American soups is certainly entitled to consideration, not only on account of his youth, and his grace, but because he is the herald of well-written advertisement.

There are others of course; "The before-and-after-taking" class who contrast pain with freedom from suffering in one time and one motion. But this leads us to the comment we intended to make and fairly illustrates its scope—persons who never lived are frequently as influential over the affairs of life as those who have actually participated in shaping the world's movement. Hamlet, who has no existence except in the play of Shakespeare, is as potential a figure in history as Cæsar. Who can deny the reality of Robinson Crusoe? In the advertising world we have shown how the rule is maintained.

R. E. R.

THE ENGLISH AGENT ON HIS OWN GROUND.

Many American houses are established in England, and there advertise extensively. One of the most noticeable American articles on the market is the Swan fountain pen. Care has been taken, of course, in the selection of an agent, one thoroughly acquainted with not only the English methods but the English temperament, and the English prejudices. American agents who have left a good income over here with the idea of carrying everything before them in London with what they consider their more modern methods, have rued the day on which they left their native heath. The majority of the leading American advertisers on the other side employ the service of an English advertising agency and acknowledge frankly that their success is due to this fact as much as to the excellence of their goods. An American agency, in its ignorance of the English public, naturally gains its experience at the expense of its clients. I am sorry to say that one meets in business here many Americans greatly discouraged with the English market simply because they made the mistake of employing an American agent, who knew nothing of the necessary methods for securing the best returns.—*J. Roland Kay, in Business Man's Magazine.*

GET SAMPLES FROM THE GROCER.

The Sanitas Toasted Corn Flakes people wishing to sample Chicago and acquaint the people with the good qualities of their breakfast food and not wanting to employ the old-fashioned "backdoor" method have hit on an entirely new scheme where they will secure the grocers' co-operation, arouse the public's curiosity and thoroughly sample the city, all in a lump. From 10,000 feet of billboards and every Chicago newspaper, will be flashed the news—"Wink at the Grocer and Receive a Package." This is all the ad says. The grocers have already been advised as to the sampling plan and to every person who winks at them or asks what the wink means, they supply a sample package of Sanitas Toasted Corn Flakes.

The producers figure that the housewives will give more attention to a sample package of breakfast food received from the hands of their grocer rather than those they find on their back porches and which came from regions unknown.

These advertisements are to be changed every day.

This campaign will be carried on for six months and eventually run into regular advertising. One hundred wagons and 250 men have been employed to carry the campaign into effect. This sampling plan was used in St. Louis with singular success. The manufacturers have in one year built up a business of from twenty cases daily to 4,000 cases daily. This advertising is being placed by the Clague-Painter-Jones Agency, Chicago.—*Commercial Union.*

A NOVEL ELECTRIC SIGN.

A sign intended to advertise Anna Held, the comedienne, now performing at the Broadway Theater, consists of a frame 40 feet long and 15 feet high. In the center is mounted the singer's name, in capital letters 12 feet high, with the smaller body capitals 8 feet high. The name contains no fewer than 350 lamps of 8 c.p.

Mounted on the edge of the huge placard are two long crawling snakes, in which are 400 lamps of 8 c.p. These alluring sinuities are operated by an automatic switch, giving the effect of a lively chase of each other around the sign by the two snakes. The effect on bibulous gentlemen in the vicinity is said to be equal to that of a lecture by John Gough.

The words and the snakes are raised from the background 18 inches, and on the background is painted the popular roller skating scene from the last act of "The Parisian Model." This "drop," so to speak, is illuminated by the green gleam of four strong Cooper-Hewitt mercury arc lamps set in a reflector. The green light from these lamps floods the whole scene, while helping to throw the name and the "continuous performance" snakes into high relief. The sign was designed by Mr. Mortimer Norden and built by the Electric Carriage Call Company, of 328 West Forty-first street, New York. Regular Edison 110-volt current is used.—*Electrical World.*

"THE CRAFT OF THE ADVERTISER."

Under this title the current *Fortnightly Review* discusses advertising for the English public. The writer of the article compares English methods with French and American, and gives us an interesting essay.

He speaks of "an unreasoning and curious dislike" of advertising by many English merchants. If asked to spend money for it, they retort quite often that they are getting on very well in the quiet way—their income satisfies them—and they object to incurring considerable new cost without being certain that it will bring profitable results. This writer, however, regards it "as a perfectly legitimate and necessary adjunct to almost any business." Of the London *Times's* advertising, which was resented so much, he says that "a great daily paper" must have it. It "could not be carried on" without such publicity.

But all this is elementary here. Advertising he says, for the benefit of English objectors, is not as they think a modern device. It "is as old as trading itself. It sprang into birth with the announcement made by one prehistoric man to another that he had a spare stone hatchet he was willing to exchange for a gourd or a goatskin."

The circus posters in England he says, "are very near akin to the method employed by the Romans to announce their own similar shows." Even "the voice of the crier"—as we have had him at Nantucket—is still to be heard in some old-world towns.

But the writer we quote perceives that advertising is an art and that it is "not the poet only who is born." Those who know most about it know "how easy it is to blunder, and how difficult it is to do right. If it were all a matter of reason, of logic, of calculation, of experience, then the way would be smoother."

He adds: "Advertising is no mere detail of commerce; it is one of the principal factors." You must be sure, in the first instance, "that

the goods you are going to place upon the market are either such as will supply an already existing want, or such as will create a demand. The demand for a particular novelty has to be created." Then there are these difficulties: You "must be sure your announcements have reached the right public" and that they will attract attention, keep it, and persuade.

The writer affirms (but admits that his public does not yet know it) that there are more brains and more news in the advertising columns of the dailies than in their editorials. And his examples to prove this are various. By using the right variety of papers he says all the public can read what is said. But "the style of an advertisement that will sell a grand piano will not dispose of a single pill; the advertisement that appeals to the squire will not open the pocket of the small shopkeeper. The advertisement that would create a demand for a soap would not excite hunger for a breakfast food." So the advertiser must experiment a little, without being too hasty to desert old ways, or too rash in inventing new ones. And keep in mind constantly that felt wants, and those which must be created, require a different dose.

"Size, beauty and originality" he terms the three attractions in an advertisement. A large advertisement must be seen, but it may not be so much heeded as a small one which "has a beautiful display of type and illustration." We are told also that the first use of the pictures of a beautiful woman with luxuriant hair to boom a hair tonic was clever but that now it is bad. And yet it persists with infinite variety, and much duration, here.

"Of all advertisements," he says, "those of publishers and of insurance offices are the worst." In America he thinks they are better, but leave something to be desired. The arid figures of the insurance advertisements he thinks are dreary enough. If they were only some story of human benefit told, they would be far better.

No phase of the subject escapes this writer's pen, but we lack

space to name all that he says. The artistry of advertising, particularly in outdoor posters and broadsides, he calls poor in England. In France they do such things much better. There are only a few hanging signs before shops in London to-day to which he will award merit. Postal advertising, as yet crude, has been developed by cheap postage. "The best way of selling anything is to talk to the person sought for; the next thing is to make sure that he will read what you write to him."

It is admitted that Americans advertise better than the English and find their account in it. An astute Englishman, however, he says, gave a few years ago this advice to a wine merchant: "Don't put your name on the cover of your catalogue or call it a wine list, but give it some fancy name and brighten it with chatty, informing articles about different classes of wines." This he did and had his story brilliantly written. The result was a great success.

A POOR PULLER.

A Nassau street druggist has devised a plan for saving his customers and himself time and trouble. He has clamped a City Directory to a small stand; then on fair days he clamps the stand to the sidewalk just outside his door so that persons who wish to consult that popular volume may do so without going indoors.

"Some men in my business," said the druggist, "depend upon a directory to help drum up trade. They reason that when people come into the store to look at that they may see something they want to buy before they get out. But I have never profited by that scheme."—*New York Sun.*

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (300 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

WANTED—Small jobber and other job material. A. R. CRAWFORD, Brady, Texas.

I WRITE advertisements that sell the goods. Address R. P. TULLOW, Editorial Department of the World, 61 Park Row, N. Y. City.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

AMONG the positions on our lists are opportunities of interest to all competent salesmen, Executive Clerical or Technical men. HARGOODS, 306 Broadway, N. Y.

WANTED experienced salesmen for new line of art advertising calendars. Copyrighted designs. State previous experience. THE WHITEHEAD & HOAG CO., Newark, N. J.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

WANTED—An experienced commercial writer to prepare manuscript for publication and articles for the press. Must possess literary ability and be able to present matters interestingly. A knowledge of electricity desirable. Address "A. B.," care Printers' Ink.

BUSINESS and Advertising Manager of large agricultural trade paper desires to make a change May 1. Fourteen years' experience; Salary required, \$2,000 per year. Might accept stock as part payment of salary. Address "W. M.," care of Printers' Ink.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

WANTED—Position as business manager daily paper by married man (45). Eighteen years bookkeeper, cashier and assistant business manager Binghamton Leader; at present in charge advertising accounts Binghamton Press. Highest references. W. D. WHITNEY, Binghamton, N. Y.

PUBLISHERS—Position wanted as Business Manager or Advertising Manager; ambitious, energetic, successful; twenty years' experience. Capable estimating printing, handling circulation, managing help best advantage; 5,000 linotype machinist operator; practical all branches. Willing to take hold in any department and can make good. "G. H.," 7 Dilworth St., Boston, Mass.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$1,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teaching. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 471 Metropolitan Annex, New York.

POSITION WANTED by young man 27 years of age as assistant to advertising manager. Writer of strong, convincing copy that bristles with selling points. A man who has made a study of advertising and its supplements. Recently graduated from the best school of advertising in the country. One who can tell, without guessing, how many words go inside one or one thousand square inches of space, and knows how to construct an attractive advertisement with or without illustrations. "N. H.," 216 Orange St., New Haven, Conn.

LETTERS WANTED

We pay highest prices for late date replies to advertisements. Send copy of advertisement and full particulars.

GUILD CO., 182 Nassau St., N. Y.

We also have all kinds of letters to rent.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and as managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 30 cents per line, six words to the line. **'PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED editorial writer on Boston daily newspaper. Must possess brains, education, judgment and exceptional ability. Must have style—vigorous, trenchant, incisive, effective. Excellent opportunity for right man. State age and experience fully. Send printed samples of work, with stamped directed envelope for return if wanted. Applications will be held confidential, if desired. Address, promptly, **EDITOR, P. O. Box 5276, Boston, Mass.**

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished at all makes of cabinets. Special discounts to Printing Trade.
STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 5% com. 3 samples, 10c. **J. C. KENYON, Owego, N. Y.**
SAMPLES and adv. rate 200 Mail-Order medals, 10c.; list for stamp; we save you money. **BINNIE'S AGENCY, Box 34, No. Manchester, Ind.**

HALF-TONES.

WRITE for proofs and prices of good half-tones. **STANDARD ENGRAVING CO., 7th Ave., and 49th St., New York City.**

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x4, \$1; 4x5, \$1.60.
Delivered when cash accompanies the order.
Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions. 10 square inches or smaller delivered prepaid. 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. **P. O. Box 815, Philadelphia, Pa.**

ADVERTISEMENT CONSTRUCTORS.

IF YOU ARE NOW RUNNING any Newspaper or Trade Journal Advertisements that are not producing the results hoped for, why not act upon this entirely costless suggestion! If you will clip out and send me such "somehow-don't-seem-to-catch-on" advertisement, I will send you a suggestion for its betterment and quote price for same. I make a specialty of treating SMALL SPACES after a fashion that unfailingly prevents their being "snowed under" by larger and more ambitious neighbors. I need not remind any advertiser that the cost of an unnoticed, because overshadowed, advertisement is money absolutely thrown away. Every one knows this.
No. 81, FRANCIS I. MAULE, 439 Sanson St., Phila.

ENGRAVING.

COX ENGRAVING CO.
108 FULTON ST. NEW YORK
PHOTO ENGRAVING, WOOD ENGRAVING
DESIGNING PHOTOGRAPHY, PRINTING

PRINTERS' SUPPLIES.

Gordon Press Motors

Just perfected friction drive, variable speed, alternating and direct current Motors for Gordon and Universal Presses. Variations 100 to 3,000 impressions per hour. Write for booklet "P."

GUARANTEE ELECTRIC CO.,
Chicago, Ill.

DISTRIBUTION.

**Mr. Advertiser,
Can't You Use It?**

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will Distribute your Advertising Matter anywhere and to any class of people FOR ONE-FOURTH THE COST OF MAILING. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE. WE GUARANTEE AN HONEST DISTRIBUTION, and will pay for matter not so Distributed or destroyed. **WRITE US NOW.** See if we can't do something together. References. Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO.,
700 Oakland Bank Building, Chicago, Ill.

FOR SALE.

JOB PRESS FOR SALE.
Size 8 by 12, foot or power, throw-off, 3 chases, roller mold, hand roller and wrenches for \$95 cash. **L. F. GRAMMES & SONS, Allentown, Pa.**

FOR SALE—Seybold jobber, 12x25 to 25 by 32, 16 and 32-page forms with setter, both point and marginal feeds; will make bargain, having gone out of catalogue business. Machine is absolutely as good as new. **THE EDWARDS-HINE CO., 57 Pearl St., Grand Rapids, Mich.**

CALENDARS FOR PRINTERS.

1908 WALL CALENDARS for the printing trade. The largest line of imported and domestic. We are making a special offer to one printer in every town who can do the business. State amount of business done last year and our trade list and offer will follow. **PENN CARD CO., No. 7 N. Sixth St., Philadelphia.**

COIN MAILER.

\$2. 50 PER 1,000. For 6 coins \$3. Any printing. **\$2. ACME COIN CARRIER CO., Burlington, Ia.**

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

THE IRELAND ADVERTISING AGENCY. Write for Different Kind Advertising Service. 925 Chestnut Street, Philadelphia.

A. CHESTER THEGEN, 423 Drexel Bldg., Phila. "Personal Service" Adver. Agent. Advertising literature written, illustrated and printed.

PIONEER ADVERTISING CO., Honolulu—Conspicuous population makes our six years' experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

IF YOU WANT A GOOD

Business Agent for Europe

Write to **Mr. F. Neuville, 49 Avenue de l'Opera, Paris, France**, who represents already several American papers with much success.

ADVERTISING MEDIA.

THE Troy (Ohio) RECORD is a daily of the Montreal Star class published in a 6,000 town. Circulation covers city and Central Miami County thoroughly. Send for rate card.

The Lake County Times

Hammond, Ind.

An Up-to-Date Evening Paper. Two Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 8,000 daily.

MAILING MACHINES

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

COIN CARDS.

\$3 PER 1,000. Less for more, any printing. THE COIN WRAPPER CO., Detroit, Mich.

PRINTERS.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR Ptg. Co., 514 Main St., Cincinnati, O.

POST CARDS.

WE make the Cuts to print from. Print them, too. Samples for stamp. STANDARD ENGRAVING CO., New York.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (©) Greatest book of its kind. Published annually. 35th issue now ready; free. S. F. & YEIS CO., 47w. and 49 Maiden Lane, N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

PASTE for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. Bernard's Cold Water Paste is positively best. Virginia-Carolina Chemical Co. use it exclusively in 16 factories. Sample free. CHAS. BERNARD, 609 Rector Building, Chicago.

Let us send you a sample of our

"ESSO"

Molding and Polishing Graphite

Prices furnished gladly.

THE S. OBERMAYER CO.

Cincinnati Chicago Pittsburg

ADDRESSES FOR SALE.

JUST COMPLETED—List of School Teachers containing 4,000 names. Price \$5 for complete list. FRED'K C. EBERHARDT, 523-529 Stephen Girard Building, Philadelphia, Pa.

BILLPOSTING AND DISTRIBUTING.

SUITE 609, Rector Building, Chicago, Ill., is National Headquarters of the Associated Billposters and Distributors; 3,000 towns and cities represented. Service guaranteed. CHAS. BERNARD, Secretary.

PATENTS.

PATENTS that PROTECT
Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Estab. 1869.

PAPER.

B BASSETT & SUTPHIN,
63 Lafayette St., New York City.
Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

CURRENT TOPICS LIBRARY.

CONSULT our up-to-date magazine and news paper articles. Millions classified. Every subject. Ten cents each. Minimum charge \$1. Calls or mail orders. THE SEAR-HIGHT INFORMATION LIBRARY, 34 Murray St., New York.

STOCK CUTS.

OUR Book of Ready-Made Cuts for Advertisers has made a tremendous hit.

It has 48 pages filled with brilliantly colored proofs of the most ingenious and unusual cuts ever prepared for the use of appreciative advertisers.

Electrotypes of these cuts are furnished at moderate prices—just the things you need for your booklets, circulars, folders, mailing cards and notices.

We also have a special issue of this book, printed in black ink only, for those who use cuts in newspaper advertising.

Cost of either book 25 cents (stamps). Limited edition. Order at once.

THE PATTERSON GIBBS CO.,
Hayworth Building, Chicago, Ill.

JINGLE ADWRITER.

JINGLES—Written to order, new and sparkling. State any points you wish featured. References.

JOHN D. PHILLIPS, Iroquois, So. Dakota.

PUBLISHING BUSINESS OPPORTUNITIES.

\$300,000

Is a lot of money to pay for a periodical. But if it would net you \$50,000 per year it

ought to be worth that price. I think I

know where a periodical which is doing that well may be bought. If you are prepared to buy a property of this size I should like to meet you soon.

Such opportunities don't come every day.

EMERSON P. HARRIS,

Broker in Publishing Property,

253 BROADWAY NEW YORK

Forty Years an Advertising Agent

By George P. Rowell

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force.

The remainder of the edition (published last year) is now offered for sale. About 600 pages, 5 x 8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid.

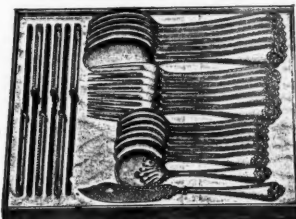
The Printers' Ink Pub. Co.
10 Spruce St., New York

Increase Your Sales

USE

Silverware for *Premiums*

SPECIAL QUALITIES,
PATTERNS, PRICES.



International Silver Co.
Factory "C,"
Bridgeport, Conn.

A piece of printed matter without personality is like a man with a diseased brain.

It can't convince.

The only way to obtain "personality printing" is to employ a printer whose service is made up just as much of brains as of technical ability.

There are only one or two printers in the country that can combine these two elements.

Among them, THE BARTA PRESS, OF BOSTON, stands in a class by itself, because it has had more experience than any one else in turning out the most splendid sort of literature.

They are anxious to get in touch with large advertising and manufacturing interests, with a view to explaining this service.

A WISE PRINTER

I must say your ink is as good as I have ever used and dries exactly as I wish. I have been trying to interest brother craftsmen in your inks, but some are afraid to tackle same. The one argument I use is, you can only lose a quarter (25 cents) for a $\frac{1}{4}$ -lb. tube or can, and that won't bankrupt you, but even at that they do not dare even send the quarter. Why printers are so small and suspicious I cannot understand, as I bite at anything and everything which will have a tendency to reduce expenses. I even went so far as to buy a dozen finger pads, so feeders should not dampen their fingers and soil the paper, and I found my employees worked better and more cheerful by so doing. The whole secret is buy ink right.

GEO. H. CHRIMES, Chicago, Ill.

Send for my sample book and price list and compare it with the figures you are now paying for inks on credit. Heed the advice of Mr. Chrimes and risk a quarter, and it may be the means of saving hundreds of dollars for you. Money back to dissatisfied purchasers. Address

PRINTERS INK JONSON

17 SPRUCE STREET,

NEW YORK CITY.

4 YEARS FOR \$5

The subscription price of PRINTERS' INK is \$2 a year, but a four years' paid-in-advance subscription can be had for \$5, or four one-year subscriptions for four separate subscribers for the same sum, or twenty for \$20. Some intelligent newspapers find it a good investment to subscribe for copies for their local advertisers. It teaches them how to make their advertising pay, and to become larger and better advertisers.

In Your Opinion, Who Are the Shrewdest Advertisers in the World?

Doubtless your reply will be, "The shrewdest advertisers are, of course, those who, by advertising, have built up the vast businesses which are the industrial wonders of the Twentieth Century."

Very good. Now, having defined and located the shrewd and successful advertisers, you will readily agree that their advertisements are to be found in the leading magazines, and are, naturally and necessarily, the best advertisements in those magazines.

And of course you will admit that the means and methods utilized by these shrewd advertisers in securing and displaying their designs and copy are wise, judicious and worthy of your careful study.

Our purpose in leading you to these conclusions is to direct your attention to the fact that these same advertisers, in these same magazines, are using the services of The Ethridge Company to a really remarkable extent. This is proved by picking out the Ethridge Designs in any standard magazine, noting at the same time the character of the work and the class of advertisers who use it.

Let us take, just by way of illustration, the *Ladies' Home Journal* for April, 1907. In this number alone the space occupied by Ethridge Designs cost nearly Sixteen Thousand Dollars—designs prepared, almost without exception, exclusively for that particular number of the *Journal*.

Mind you, this is not a mass of all kinds of advertising "placed" by one agency, or anything of that kind. It represents designs purchased by advertisers without regard to their agency connections.

There is certainly food for thought in this. The leading American advertisers who use big spaces in *The Ladies' Home Journal* buy the best there is, and know where to get it.

You may avail yourself of Ethridge Service without in any way disturbing your present agency relations, or increasing the cost of your advertising.

Write me personally—GEORGE ETHRIDGE.

THE ETHRIDGE COMPANY,

Hartford Bldg., 41 Union Square, Phones 4847-8 Stuyvesant,
New York City.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR ETHRIDGE.

The average advertiser would be delirious with joy if he could get the trade of the State of New Jersey, but he seems to feel that it is up to him to claim that the entire civilized world is either clamoring for his goods or will begin to clamor at the earliest possible moment. The advertisement of the Kremetz Collar Button marked No. 1 is an example of this class of advertising, and the ad is neither more interesting nor more convincing because a



KREMENTZ

COLLAR BUTTONS

delight the best dressed men of every land. Made from one piece of metal. They cannot break by use. Perfect shape makes them button and unbutton easily—and stay buttoned. Quality stamped on back and guaranteed. The Kremetz "Plate" contain more gold than any other plated buttons and outwear them many times.

Insured.—You get a new button free, if the old one is damaged from any cause.

Look for name "Kremetz" on back of button—and be sure to get the genuine. All reliable dealers everywhere.

Booklet of all styles and sizes free.

KREMENTZ & CO.
 94 Chestnut St. Newark, N. J.

No.1.

few more or less civilized nations are represented in the illustration. The result is a crowd, and not a particularly engaging crowd, at that. The solitary gentleman from New Jersey as represented in the illustration marked No. 2 forms the basis of a far stronger and more inviting advertisement.

* * *

This magazine advertisement of Hawes Hats illustrates very well the misuse of the border. This particular kind of border is ill suited to the purposes of a quar-



KREMENTZ



No.2.

ter-page magazine advertisement, particularly if other cuts are to be introduced. The cuts of the hats, which in the original advertisement, were good enough cuts,



THE HATS OF LATEST VOGUE

Hawes \$3 Hats

FOR EVERY FACE FIGURE AND FANCY

MADE and MARKED by MODERN METHODS in largest quantities and in greatest variety of shapes and colors. Sold with the bread.

GUARANTEE of better all-around hat satisfaction than comes with hats offered at nearly twice our \$3.00 price.

GRAND PRIZE and TWO GOLD MEDALS were given the HAWES HAT exhibit by the Superior Jury of the ST. LOUIS EXPOSITION.


AGENCIES EVERYWHERE

HAWES HAT CO. FACTORIES
 NEW YORK CHICAGO BOSTON SAN FRANCISCO

lose whatever effectiveness they might have possessed by the character of the border by which they are surrounded, and they are still further hampered by the black in the headline and signature. If a very light border had been used, the black and white eliminated at the top and bottom, and the cuts of the hats made larger, the advertisement, with careful typography, would have been much more pleasing and useful than it is in its present shape.

* * *

In the trade paper advertisement entitled "The Best Judge," we have Buster Brown masquerading in the judicial robe. He would have appeared to better advantage in his usual attire, as he doesn't seem to fit on the bench. The judge has been used as an



THE BEST JUDGE

Of the quality of a manufactured article is either the man who makes it, the man who sells it, or the man who uses it. We can vouch for the man who manufactures

CALCIMO

We know of many thousands of capable workmen who use it, and we have the names of many reputable men upon our books who sell it. Whether you buy or use CALCIMO, you will find it all that is claimed for it.

Put up in 5 lb. packages, 100 lb. cases of assorted colors, 75, 50, 25, 100, and 250 lb. bulk lots.


Marshall-Wells Hardware Co.

advertising feature for a great many years, and perhaps his usefulness is not exhausted, but whenever it seems advisable to introduce him, it would be wiser to have a real judge. This is a very common fault—an otherwise good advertisement spoiled by the use of an illustration whose incongruity is all too apparent.

* * *

Here is an Atkins Saw advertisement reproduced as a valuable lesson in simplicity. It appeared

in a house organ containing a large number of advertisements of all kinds, many of them very good. It was by all odds the strongest and most inviting advertisement in the entire publication, although it was surrounded by many efforts far more pretentious and laborious. Its strength



ATKINS SILVER STEEL SAWS

are the most profitable Saws to sell. Because they satisfy your customer and bring him back to you. Good mechanics appreciate them and buy them. The best Dealers everywhere sell them. Write for details and catalogue.

E. C. Atkins & Company, Inc.
The Silver Steel Saw People.
 Home Office and Factory Indianapolis

BRANCHES

MILWAUKEE	TACOMA	PORTLAND	Memphis	SEATTLE
New York City	New Orleans	Adrian	San Francisco	Chicago

caught the eye, and its general cleanliness made it very inviting. In its original form the text was very easy to read and taken as a whole this advertisement may well be studied and preserved as an example of "How to do it without over-doing it."

TWO SHORT LETTERS.

CHICAGO, Ill., March 21, 1907.
 Editor of PRINTERS' INK:
 We value PRINTERS' INK, and have been constant readers of its bright contents for a long time.

HARDWOOD "RECORD."
 F. W. Tuttle, Sec'y.

TORONTO, Ont., Mar. 22, 1907.
 Editor of PRINTERS' INK:
 I learn much from PRINTERS' INK—more than I have learned from any course of study I have taken up.
 C. B. B. REESOR.

ARE THERE PAPERS OF THIS SORT?

WATERFORD, N. Y., Mar. 18, 1907.
 Editor of PRINTERS' INK:
 Will you kindly give me name of leading junk dealers' paper, quoting prices on metals, scrap, brass, rubber, etc.?
 J. J. D.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

As I have said before, the way to go after business from a certain class of people is to address them direct. When a farmer sees the word "farmer" he straightens up and takes another look at it, and then he reads enough more to find out whether it is a matter that interests him. "Farmer" means him and he feels that, in a sense, the appeal is personal. If, like the ad below, it shows, or seems to show, where he comes in, you're pretty sure to get his money—especially if he and "Mother" can sit right down and make out a list of the things they need, from the ad itself, and carry out the prices so they can see just what it "comes to." And it's a mighty good thing to show him that your town is a good market for the things *he* has to sell, for to-day's farmer is a business man, if you please, and, like other business men, wants to sell high and buy low. I think this ad, from the Dubuque (Ia.) *Telegraph-Herald* is a "corking" good one along these lines:

FARMERS DO YOU WANT TO SAVE MORE MONEY ON YOUR GROCERIES?

The new Dubuque Market, which was so successfully started on the 4th of September, and which is to be a permanent feature on the First Tuesday of each month, makes it possible for us to offer you some special inducements to come to us for your groceries.

There is no reason now why you and every other farmer within a radius of 30 to 40 miles of Dubuque should not bring all of your farm products, including stock, to Dubuque, because you can get the highest possible market prices for everything you want to sell, and you can buy all of your supplies here for less money than you can get them for anywhere else.

At any rate we will supply you with groceries at much lower prices than you can get them for anywhere else, and

at the same time give you much better quality.

All of the goods quoted below are of the very best quality, unless it is stated otherwise, and our guarantee goes with them.

There are just two conditions which we must impose when we quote such very low prices: First—You must buy at least \$10 worth at one time and your order must include five or more of the items listed; Second—You must pay cash.

We will fill all mail orders at these prices, subject to the above conditions. These prices are good at any one of our four stores.

Baking Powder, "Calumet" Brand, per lb. can..... 23c.
"Daily Bread" Brand Baking Powder, second quality, per lb..... 15c.
Brooms, the best we have, three for..... 85c.
Brooms, Medium Grade, three for..... 60c.
Beans, hand-picked Navies, 20lbs..... 33c.
Catsup, "Climax" Brand, one-half pints 5c.
Cheese, best quality of Brick, 5lb. bricks 68c.
Coffee, "Banquet" Brand, in bulk, per lb. 28c.
Fine Rio Coffee, per lb..... 14c.
Crackers, Best Bulk Sodas, in 20lb. bxs...\$1.20
Uneda Biscuit, per dozen boxes... 30c.
Flour, "Eaco," our own brand, and it's the best Spring Wheat Patent we know of, per 100-lb. sack.....\$2.45
"Hasler's Diamond H" Winter Wheat Flour, per 100-lb. sack.....\$2.20
Kerosene Oil, best refined, in your can per gal. 12½c.; 5 gals..... 60c.
Lard, best kettle rendered, 5lb. pails..... 55c.
Macaroni, Best Domestic, per lb..... 9c.
Matches, 1,000 (5 boxes), Doll House Brand..... 74c.
Rolled Oats, best quality, bulk, 6lbs. for 22c.
Rice, best Japan grown, 10lbs. for..... 75c.
Salt, Fine Table Salt, 25-lb. sacks..... 20c.
Soda, Arm and Hammer Brand, per lb. package..... 6c.
Soap, 25 16-oz. bars of Northwest for....\$1.00
"Fairy" Toilet Soap, per cake..... 4c.
Stove Polish, Enameline, per box, 4c. and 7c.
Starch, Bulk Laundry Starch, 10lbs. for.. 30c.
Syrup, for Table Use, 2-gallon can.... 75c.
Sugar, the Best Cane quality, 100-lbs. (subject to market), \$5.05; 25lbs.....\$1.45
Tapioca, lb. packages, of Minute Tapioca 9c.
Tea, the highest quality of Sun Dried Japan, per lb. 48c. or 51bs. for.....\$2.25
A Good Black, India Tea, 28c. per lb., or 51bs.....\$1.35
Vinegar, best quality, for table, per gallon 15c.

TO OUR CITY TRADE:—We will supply any of our city customers at the prices quoted above, subject to the conditions as mentioned above.

HASLER GROCERY CO.,

926 Rhomborg Ave., 93 Eagle Point Ave.
1603 Clay Street, 535 Cleveland Ave.,
Dubuque, Iowa,

For the Savings Department of a Trust Company. From the Fort Smith (Ark.) Times.

Make a Start.

The beginning of wealth is in saving. After you you have saved up a little you can begin thinking about something else if you want to. But you must save up something to start with. This gives you not only money, but it also builds up a good business name for you.

How much do you need to start with? Only \$1.00. It is not so much the amount as it is the resolution. You need to organize yourself. You need to begin; and you need to begin NOW.

We tell you how much money we have. You see that the solid men of Fort Smith have organized a strong company to take care of the savings of the people, and to extend them prudent credit when they want to build a home or borrow on personal property. A Trust company is for this kind of business. The wage workers of Fort Smith and others who save, or should save, ought to have at least \$1,000,000 on deposit at this time, drawing 4 per cent interest, compounded every six months. Come to see us, and make a start.

ARKANSAS VALLEY TRUST CO.,

901 Garrison Ave.,
Fort Smith, Ark.

For Men's Millinery. From the Peoria (Ill.) Star.

Spring Hats.

Have you ever bought your hat of us? If not, you're not getting all that's coming to you. Without bragging—this town never saw such styles as we are showing for Spring.

The Featherweight Flat Set Stiff Hats and Relay Shape Soft Hats for \$1.95, \$2.45, \$2.95 and \$3.50 are designed for smart dressers. See window, Manhattan Spring Shirts Are Here.

A. SCHRADZKI CO.,
Cor. Adams & Liberty Sts.,
Peoria, Ill.

Ought to Make Property Owners Sit Up and Take Notice. From the Williamsport (Pa.) Sun.

Seven Miles of Gas Mains.

We have closed a contract for seven miles of Gas Mains to be used for extending our Street System during 1907.

If you live on a street which has not been piped and would like to use gas, come and arrange for it. The Gas Mains will be run in the order in which petitions for mains are received. There are already several promised, so if you want it early in the season, arrange for it now.

SPECIAL OFFER

We offer free services while the mains are being laid. All you are required to do is to buy a Gas Range—we connect it free—or have your house piped for gas when the main is installed. This is a limited offer, and we reserve the right to withdraw it at any time.

WILLIAMSPORT GAS COMPANY,

Fourth and William Streets,
Williamsport, Pa.

A Good Way to Create Interest In a Fountain Pen and Impress Its Name and Qualities at the Same Time. From the Washington (Pa.) Reporter.

A \$10 Pen for One Cent.

We will award a handsome Full Gold Crocker Pen to the person who can write legibly the greatest number of times on a postal card (using one side only) the following phrase:

"The Crocker Fountain Pen."

"You blow it to fill it." For sale by T. H. McNary.

All cards must be written in ink and must contain the name of the contestant.

Contest closes November 17, 1906.

Send all cards to

T. H. McNARY,
Washington, Pa.

PORTLAND, Maine.

Editor Ready Made Department:

DEAR SIR—The attached advertisement, taken from the Camden, Maine, *Herald*, certainly stands out good and clear, among other advertisements in this paper.

Very truly,

J. KILDERY.

The ad referred to consists of the letter B, measuring about four and a quarter inches square, with a great deal of white space all around, and containing within the loops the words "Busy Burgess Believes Better Bargains Bring Bigger Business." As the writer says, the ad certainly stands out good and clear, and that in itself is very commendable; but, important as it is to attract attention, it is quite as important to say something or do something that will turn mere attention into interest and interest into desire. The thing is not to be done, ordinarily, by the printing of any such self-evident proposition as that referred to. If "Busy Burgess" really believes that "Better Bargains Bring Bigger Business" the thing to do is to back his opinion with some "better bargains;" a thing which may quite readily be done in cold type. A bunch of B's like that may buzz around in your head some time; you may like "apt alliteration's artful aid," especially if you are the daddy of the idea; but when it comes to selling goods, a few words of description and some figures representing bargains, or even ordinarily reasonable prices, have got all that sort of thing beaten by several miles. I have no prejudice against alliteration; sometimes it sticks in the memory when nothing else will, and it is often effective in "catch" phrases; but I believe it ought, nearly always, to be merely incidental and should seldom or never stand by itself in retail advertising, where direct and immediate sales are always possible and generally easy through a direct, definite talk about goods and prices.

"Lunches That Leave You." Pleasant Suggestion, Isn't It? From the Norfolk (Va.) *Virginian-Pilot*.

Lunches That Leave You

wishing that the lunch had not yet been begun—along the lines of a remark recently heard by an enthusiastic patron of the Montague's mid-day lunches. Everything so cozy, cooked in good taste, and the menu of light appetizing lunches so varied that even a fastidious dyspeptic cannot fail to say a good word for Montague's after the first meal. The oyster season is drawing to a close, but the summer months will find Montague's ready with the delicacies of the season and with the improvements contemplated—no more happy meeting place during the Exposition will exist than the Montague store.

MONTAGUE'S,
198 Main Street,
Norfolk, Va.

Lynnhaven oysters and
Smithfield ham served
exclusively.

This is Excellent. From the Des Moines Register and Leader.

Value in Decoration.

The projected decoration of one's home is more than a matter of purchase.

The mere matter of buying paper and paint, however fine, is nothing.

It is only cultivated skill in the assembling which can guard good materials from unfortunate conjunctions.

This trained skill and the spirit of approaching the work are the factors in beautiful decoration best worth paying for.

We are constantly demonstrating our superiority in this line of work. We control exclusively most of the lines of Wall Paper we carry. We buy the finer things in limited quantities and guard against making them common.

It is our ability to do things better than others that makes us of value to you.

BELT & VAN SITTERT,
615 Grand Avenue,
Des Moines, Ia.

When Seven and Ten Dollar Trousers Are Advertised at Three-fifty There Ought to be More Convincing Reasons for It Than Are Found In This Ad from the Kansas City Journal.

Now is a Good Time to Buy Your Spring Trousers.

You have every advantage by buying now—over 500 New Spring Patterns to select from—at our special price—\$3.50. Made to your order. Really \$7 and \$10 values—that is what you have to pay other tailors for duplicate patterns and workmanship.

But this just enables us once more to forcibly demonstrate the fact that you can save money by buying here.

Out-of-city trade can take advantage of this offer by sending for samples and measurement blanks—sent free, mail orders filled from every town where not represented. Agents wanted.

MILLS & AVERILL,
932 Main Street,
Kansas City, Mo.

The Cordiality That Seems Real Because It Doesn't "Slop Over." From the Pittsburg (Pa.) Post.

Weldin's—"The Book Shop."

Make this your bureau of information—come in and browse around—take your time to it—the book shelves are full of interest just now—no matter what your particular bent may be. Here is some new fiction that will probably interest you—

"The Captain of the Kansas"—Louis Tracy.

"Prisoners of Fortune"—Ruel Perley Smith.

"Truthful Tom"—Florence Moore Kingsley.

"The Lone Furrow"—W. A. Fraser.

"The Diamond Ship"—Max Pemberton.

"Joseph Vance"—William De Morgan.

J. R. WELDIN & CO.,
429-431 Wood St.,
Pittsburg, Pa.

Baltimore to Washington by Telephone.

Day, 30c. Night, 25c.

A "Long Distance" or "Toll" telephone message will often save much money, time and effort. Occasionally emergencies may be overcome and mistakes remedied, the value of which cannot be estimated.

Our Toll Lines are continually being extended in every direction and a three-minute rate schedule makes the service available to all.

Special discounts, according to use, may be arranged for with the Cashier's Office.

THE C. & P. TELEPHONE CO.,
5 Light St.,
Baltimore, Md.

Second-Hand Carpets Attractively Represented. From the Boston Traveler.

Ingrain Carpets—Read.

1,200 yards ingrain carpets, used three months in a country hotel, have been thoroughly steam cleansed, good variety of patterns, and sizes that will fit any room. Good serviceable carpets, with only the new worn off, that cost new 45c., 65c. and 85c. per yard. Lots of wear for a little money. Bring in sizes of rooms. Per yard,

19c. 29c. 39c.
Members of the Home Furnishers' Association of Massachusetts. Cash or Credit. Open Monday and Saturday Evenings.

SHAWMUT FURNITURE COMPANY,
267-269 Tremont Street,
Boston, Mass.

From the Montgomery (Ala.) Journal.

Come Out to Our Gardens

any time, morning or afternoon. Look around and make yourself at home.

Always glad to see you and explain the different plants in process of development.

ROSEMONT GARDENS,
'Phone 200,
Montgomery, Ala.

